

Minutes  
Fort Pierre Tourism & Promotion Council  
Wednesday, September 4, 2019  
City Council Conference Room  
7:45 am

Call to Order 7:45 Vice Chair Emily Steber

Council Members Present:

Mike Weisgram  
Randy Seiler  
Emily Steber  
Callie Iverson  
Scott Deal

Council Members Absent:

Casey Cowan

Others Present

Gloria Hanson  
Rick Hawn  
Roxanne Heezen  
Karen Kern

A quorum was present.

**Approval of Minutes of August 7, 2019 Board Meeting:**

Minutes of the meeting of August 7th, 2019 were approved upon motion by Weisgram, Second by Seiler. Motion Carried.

**Review of July 31, 2019 Financials:**

Weisgram provided an update on the August financials. Reconciled balance as of August 27, with no outstanding checks, is \$36,143.29. Two performers for Trader Days did not come so two checks for \$90.00 will be voided.

Occupancy Tax for July was \$10,704.52. Up by \$2,000 over 2018 and an increase of 7% for the year. The campground occupancy is adding to the occupancy tax by \$600. Indicates that our promotion efforts are part of the increase but the hotels and businesses are doing a good job and continuing to bring people back. Weisgram said we are in good shape financially. Motion by Iverson, Second by Seiler to accept the financial report. Motion Carried.

**Reports:**

**City of Fort Pierre Update:**

Mayor Hanson reported there is a 2:00 pm meeting today at the Pierre Chamber to discuss a replacement event for the Governor's Hunt next fall. It is not known if this will involve hunting. There are a number of commercial hunting farms that may not want to participate if it is not supported by the

Governor's office. SDSU Extension has an agri-tour coming through on September 24<sup>th</sup> and will be having dinner at the Casey Tibbs Center. Mayor Hanson and Dave Bonde have been invited to attend.

The city council reviewed the budget for the coming year at their last meeting. Action will be taken on the budget in two weeks. Rick Hahn reported that Casey's is still waiting for approval from the state on their above ground tanks. Also, the plan for the bridge plaza is expected to be 99% complete by January 3<sup>rd</sup>. A new subdivision was approved.

There was discussion regarding this years' tree lighting that has been moved up by one week to November 22<sup>nd</sup>. There was discussion about the lighting of the foot bridge across the **Missouri** and possibly the railroad bridge. Future Fort Pierre may want to get more involved in the lighting event as it fits the scope of Future Fort Pierre. Stirling Family Ranch Rodeo is coming up.

Scott Deal talked about the High School Rodeo Finals that will be held in Fort Pierre on June 16 - June 20<sup>th</sup>, 2020. Fort Pierre will represent our state as the finalists will go on to the National Finals. A host committee is being formed. Mayor Hanson is on the committee and Scott asked Callie Iverson to be on the committee as well. Chris Maxwell will most likely want to be involved also. Lots going on at the fairgrounds. The high school finals will fill an estimated 44 rooms for 4 nights. Scott said he will need financial help going forward and is looking for a full-time helper and a part time secretary. He will be concentrating on the bigger events like Indian Relays, 4-H Finals, High School Finals, Stirling Ranch Rodeo, and Horse Racing which will be on one weekend in September next year. The fairgrounds budget comes through the county. The fairgrounds will be submitting a grant request/proposal to Fort Pierre Tourism. Deal said that this kind of activity puts us on the map and gets us publicity.

Karen Kern said that Missouri River Tourism is planning their 2020 year. They plan on attending 5 sport shows.

#### **New Business:**

##### **Invoices:**

Invoices were reviewed and discussed. We received a \$25.00 late charge penalty from an insurance billing that was received right after the July meeting, was approved at the August meeting but was considered late. Weisgram said that we may want to look at another process for paying bills in a timelier manner. Motion was made by Seiler, Second by Iverson to approve payment of all of the invoices listed. Motion Carried.

##### **Invoices to be paid out of Tourism Account:**

- a. Monthly – Fort Pierre Development Corp (Secretarial services).....\$225.00
- b. Monthly – Anderson Nill & Associates (Bookkeeping services).....\$213.00
- c. Monthly – Maxwell Strategies (Executive Director) .....\$2,500.00
- d. Missouri River Tourism (Inv. 10124 Annual Membership) .....\$175.00
- e. M&R Signs (Inv. 10782 Rooster Rush banners and installation) .....\$481.38
- f. Acuity Insurance (Policy Z01677-4).....\$25.00
- g. Custom Printing Services (Inv. 17045 for 1000 Shopper Bags).....\$489.32
- h. Central SD 4-H Rodeo (Tourism Grant).....\$1,250.00
- i. Streetmasters (Tourism Grant) .....\$600.00
- j. Casey Tibbs Rodeo Center (Tourism Grant).....\$1,500.00
- k. The Mighty BowTones dba 605 Magazine.....\$1,056.25

Subtotal .....\$8,514.95

**Invoices to be paid out of Future Fort Pierre Account:**

- a. M&R Signs (Inv. 107832 Trader Days signs) .....\$286.49
- b. Expo Board (Half of OHA \$10,000 pledge for new bleachers).....\$5,000.00
- c. Dakota Septic (Inv. 3946 Trader Days portable restrooms) .....\$315.00
- d. Expo Center (Inv. 738961 Trader Days 50/50 split with 4-H Finals) .....\$750.00
- e. Nancee Johnson (Trader Days expense: turkey bowling).....\$62.80

Subtotal ..... \$6,414.29

TOTAL ..... \$14,929.24

Discussion was held on Pheasant Fest and the SD Outdoors Opener. Karen Kern said that they have a buy-in for all of the shows that they attend. They limit the number of buy-ins to 15 and promote for each at all of the shows attended. One handout is normally used and an events calendar or a map may be most effective. Social media advertising was discussed. Seiler said that the museum board has contracted with Cindy Bahe (Cindy Lea Marketing) to do their social media and are pleased with what she has been able to do. It is important that events being advertised are showing on everyone's calendar. The Tourism calendar should be the master to be shared with all so everyone is aware of events and information is accurate. May need to add social marketing to budget for next year.

**Old Business:**

Farmers Market was held for 5 weeks starting in mid-July. Produce was limited due to weather and late planting. Discussion was held on whether to start later as the fall produce is looking beautiful. Possibly change our hours to 5:00 to 7:00pm.

Trader Days was well attended. Vendors did well and all that said they would be there showed up. 22 teams were in the BBQ Calcutta competition. This was very popular and all seemed to have fun. Participants in the 5K were down but will promote more next year.

Articles of Incorporation for Future Fort Pierre were discussed. General consensus is to move forward. Board members are reviewing the paperwork for submission to the IRS and discussion will be held at the next meeting.

Some discussion was held on the vacancy on the Tourism and Promotion Council board and possible prospective candidates. It is felt that we need a representative from one of the hotels and also from the Fort Pierre Chamber.

Motion to adjourn was made by Seiler, Second by Iverson at 9:00 AM. Motion Carried.

Respectfully submitted,  
Judy Weisgram, Maxwell Strategies LLC