

**Minutes**  
**Fort Pierre Tourism & Promotion Council**  
**Wednesday, December 3, 2020**  
**Zoom Conference**  
**7:45 am**

**Call to Order 7:45** President Casey Cowan

**Council Members Present:**

- Emily Steber
- Nicole Schwinler
- Mike Weisgram
- Casey Cowan
- Kalyn Eulberg
- Callie Iversen

**Council Members Not Present:**

- Scott Deal (Unexcused)

**Others Present**

- Chris Maxwell
- Judy Weisgram
- Gloria Hanson
- Sunny Hannum
- Lindy Geraets
- Arielle McRoberts
- Rick Hahn

**Minutes of November 4, 2020 Board Meeting:**

A motion was made by Emily and seconded by Callie to approve the minutes of the last meeting.  
Motion passed by roll call vote.

**October/November 2020 Financials** – Mike Weisgram

Mike stated the reconciled balance in the general tourism account as of yesterday is \$61,614.23 with no checks outstanding. The Future Fort Pierre account has a reconciled balance of \$13,922.12 with no outstanding checks. Bridge Lighting funds are at \$68,304.52 and the sculpture savings account has \$8,000.

A motion was made by Nicole and seconded by Emily to accept the review of the financials. Motion carried by roll call vote.

**Reports:**

- **City of Fort Pierre Update** – Mayor Hanson

The City Council will be appointing someone to replace Mike Weisgram. The City has lost part time employee Scott Klemann to covid.

Bids have come in too high for the bridge plaza so adjustments had to be made by sacrificing plantings. A suggested solution is having a tree nursery to provide low cost plants.

The Council is working on bills to administer the marijuana bills that were passed in November election.

Rick said other areas of cutting costs has been to eliminate sidewalk between Perkins corner and Pizza Ranch. Programmers for the Bridge Lighting will be here December 3<sup>rd</sup> to train the City employees so there will a bridge lighting Friday night.

– **Fort Pierre Development Corporation Update – Sunny/Dave**

FPDC is continuing their meetings by zoom and the Downtown Development Meeting will be by zoom tomorrow morning at 8 a.m.

The pedestrian bridge will be lit Friday night at 6 p.m. before the Christmas Tree Lighting. Dave has been communicating with the developer of the Sky Ridge workforce housing project in Spearfish to see how it might apply to a similar project here in Fort Pierre.

Shane's Pharmacy will be moving to Pierre December 21<sup>st</sup> with plans to begin work on his new building in Fort Pierre soon.

**New Business:**

**1. Tourism Invoices**

a. Monthly – Fort Pierre Development Corp (Secretarial services)	\$225.00
b. Monthly – Anderson Nill & Associates (Bookkeeping services)	\$186.38
c. DesignStrat	\$1,065.00
d. Pierre Area Chamber of Commerce - Visitor's Guide Ad	\$1,325.00
e. Verendrye Museum Grant - Trader Days BBQ competition	\$700.00
f. BPro website updates	\$32.50
<i>Subtotal</i>	<b>\$3,533.88</b>

**2. Future Fort Pierre Invoices**

a. Monthly – Anderson Nill & Associates (Bookkeeping services)	\$186.30
b. Maxwell Strategies (Executive Director- budget \$5,000/ yr FFP)	\$2,500.00
<i>Subtotal</i>	<b>\$2,686.30</b>
<b>TOTAL</b>	<b><u>\$6,220.18</u></b>

A motion was made by Callie and seconded by Kalyn to approve payment of the Tourism and Future Fort Pierre invoices. Motion carried by roll call vote.

**Old Business:**

– **\$28,000 Marketing Grant Award to Fort Pierre Tourism:**

Chris presented a marketing plan developed by Maxwell Strategies that includes adding pages to the web site, videos, a Kevin Costner travel app, and Facebook, YouTube, Instagram, and Spotify marketing expenditures.

The grant monies need to be spent by the end of the month.

A motion was made by Mike and seconded by Emily for Maxwell Strategies personnel to proceed with carrying out the marketing plan. Motion carried by roll call vote.

**Other Discussion Items:**

- **Turkey Races & Trader Days:** Callie said the date set for Trader Days is August 14<sup>th</sup> with most activities happening in Lilly Park with the addition of a street dance downtown with the Fort Pierre Chamber in charge. Streetmasters and the Verendrye BBQ will take place the same weekend.

- **Strategic Planning:**

The next two hours was set aside for strategic planning beginning with the history of the formation of the B.I.D. Board and its purpose in 2012. Chris Maxwell was hired in 2015 as Executive Director. Good board members have served from the hospitality industry. Two previous strategic planning sessions were held in 2015/2016 and 2017/2018. Maxwell Strategies was formed in 2019 due to leave of absence for Chris Maxwell for health issues.

Initial goals were community beautification and cleanup, marketing and driving tours. In 2017 Bicentennial goals brought history, wayfaring, murals and signs to the forefront. After the Bicentennial three themes were established: the river, history and buffalo.

Future Fort Pierre Planning was done with engineering firm, ISG. Ideas from that included a central beach, the Missouri River Bridge Plaza, and farmer markets.

- Mike asked “What has worked and what hasn’t?” What has driven commerce and business? Casey said FPTPC has evolved in a chamber role.
- Callie said “What puts heads in beds and what brings repeat customers?”
- Nicole has a vision focusing on fishing and hunting and doing something with the Depot to provide train rides out on scenic Bad River to see the buffalo. She would also like to see an indoor fish cleaning station.

Chris reviewed a model with four criterias: What to Keep Doing, Stop Doing, Best Practices, and Start Doing. He showed 2 videos: JFR’s Moonshot & the Golden circle. He reviewed the following:

- Vision: Make Fort Pierre a world class tourism experience and destination
- Mission: To promote and develop Fort Pierre as a travel destination through capitalizing on our resources, history, and citizens.

A discussion followed of how to get cooperation and financial support from South Dakota Tourism and Missouri River Tourism for bigger projects.

**What to keep doing:**

- Hold events
- Encourage new events
- Marketing grants
- Social media & marketing promotions
- FFP efforts:
  - Missouri River Bridge
  - Buffalo Capitol
  - Fort Pierre Beach
- Continual review of ROI

**What to Start Doing:**

- Co-Op Marketing
- Focus on hunting/fishing
- More historical & Native American experiences

- Partner with other organization
- More volunteers
- Work with Pierre
- City Wide Clean up & beautification
- Use history
- Emphasize why to visit/live here by showcasing the river and outdoor activities

**Board member input included:**

- Doing familiarization tours for employees – Emily, Nicole, Callie
- Having a list of things to do for employees - Emily
- Promoting the bike trail - Mike
- Have a special presenter at every tourism meeting - Gloria
- 21 things to do in 2021 - Mike
- Have a Civic Pride Committee - Gloria
- Set short term and long term goals – Casey
- Work with other similar small towns to promote each other – Emily

**Next Meetings:**

- **Executive Committee** – 7:45 a.m., Wednesday, December 30, 2020 via Zoom
- **Full FPTPC Board** – 7:45 a.m. Wednesday, January 6, 2021 via Zoom