

Minutes
Fort Pierre Tourism & Promotion Council
Wednesday, April 7, 2021
Zoom Conference
7:45 am

Call to Order 7:45: President, Casey Cowan

Council Members Present:

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

Others Present

- Chris Maxwell
- Gloria Hanson
- Shane Kramme
- Sunny Hannum
- Lindy Geraets
- Arielle McRoberts
- Rick Hahn
- Lorrin Naasz
- Roxanne Heezen

Minutes of March 3, 2021 Board Meeting:

A motion was made by Mike and seconded by Callie to approve the minutes. Motion carried by voice vote.

Review & Reconcile February 28, 2021 Financials:

Mike reported that the Tourism account has a reconciled balance of \$47,523.52 and Future Fort Pierre account has a reconciled balance of \$23,725.95. He said there was still some money left in that account from the bridge lighting fundraising but he hadn't had a chance to get together with Dave and Sunny to determine exact amount but he thought \$1,500+.

He said the sculpture account has \$11,000.12 in it and asked Gloria if John Lopez had been paid yet. She said he hadn't been paid and is working on the concept.

The recurring payments are all made by ACH this month and there were none Future Fort Pierre Invoices.

A motion was made by Callie and seconded by Kalyn to accept the review of the financials. Motion carried by voice vote.

Reports:

- **City of Fort Pierre Update** – Mayor Hanson
The City is offering a spring cleanup coupon again this year. Her office is getting the newsletter and would like to print the full list of events.

They are interest in some of the new legislation especially the rebate on property taxes and the adjusted annual year to November for cities. They will both require an ordinance change.

Election is Tuesday. Carl's Bait Shop is becoming Dan's Store & More offering caramel rolls and coffee in the mornings. The new owners are Tracy Hollinsworth. T's Tavern has changed hands and is now owned by Ashley Olson. She is calling it West Side Bar.

The Corps of Engineers has selected a location for the buffalo park near the bike trails. Chris added that he talked to Senator Rounds' office last week about support. He said it was a start but not the first choice.

Rick said he is advertising request for bids for curb and gutter, 2nd Street, Rowe Lane and the alleys. The lagoon project is moving along for summer work and getting ready for Fort Pierre Growth. There has been another water leak on the Mini Wiconi.

– **Fort Pierre Development Corporation – Sunny**

Sunny said on the subject of buffalo that they don't mix with bikes very well. She said that the Downtown Committee is looking for help to restore "Stanley, the Buffalo" next to the Log Cabin and the Committee has a slim \$1,200 budget

They had committed \$500 to the Bridge Lighting project but still need to add plantings on each side of the bridge. She asked if FPTPC might be interested in helping renew "Stanley" and also help to put a permanent display sign/rock in Triangle Park so it doesn't have to be redecorated so often.

Russ Hanson is supposed to provide a quote to redo "Stanley." Chris said when quotes are received to let Maxwell Strategies know and it might be possible to use some budget money for these projects.

FPDC is partnering with the City to pay for half the cost of an engineering study for a housing project. A big meeting is planned Friday with the Spearfish City Manager responsible for putting together the Sky Ridge project in the Hills. Due to the housing shortage here and expected growth, FPDC will be focusing on providing more home sites.

FPDC will also be holding their annual retreat Tuesday, April 27th, which will begin with a tour of proposed TIF areas and building sites and conclude with a planning meeting.

– **Fairgrounds Report – Scott Deal**

Scott said the bronc match two weeks ago had been attended by 400 people and this past weekend 500 attended each night. The response from spectators, participants, and contractors was good.

He has provided a list of events and is getting the Schomer barn put back together. There will be a barrel racing the 24th and something every week thereafter. He has the outside arenas nearly ready for the High School Finals and is getting the bleachers set up for the Casey Tibbs Match. He will be getting some inmates to help with painting.

– **Chamber/Expo Center – Shane Kramme**

They are getting the Expo Center cleaned. There is baseball practice there this week and South Dakota Motorcycle Safety will be there the 17th. The archery finals and 4H events will take place the end of April with an expected 3,500 visitors to the local community.

- **Marketing Update** – Lindy

First Thursdays now has its own Facebook page. Arielle has provided a link for registration.

A rack card has been reprinted (5,000) using a special promotion provided by Quality Quick Print. The “21 To Do in 2021” has been published with a map on one side and events on the back.

Callie said she had quite a few promotion bags in her office.

New Business:

- **Review of Marketing Grants:**

Casey said that criteria used for determining the grant awards was typically 50% of the request or how the marketing budget was viewed and also “heads in beds.” Lindy said that applicants had been contacted by email for more information on their marketing. Some had not been heard back from.

Oahe Speedway had cancelled their activity last year so did not get a grant. The Right Turn had a \$400 marketing budget this year. The total amount budgeted for marketing grants is \$12,000.

A motion was made by Mike and seconded by Emily to approve the recommended amounts. Motion carried by voice vote.

Old Business:

- **Trader Days Update** – Callie

Callie said there had been a meeting last week and the timeline was finalized. A children’s performance has been added to the events and a band secured for Friday night. The next meeting will be April 15th at 6 p.m. at the Chateau.

There will be Sunday morning yoga, a church service, and breakfast. The Silver Spur, Chateau and Wyatt Johnson have all been asked to help with events like rooster roping, beer drinking, live music, and the stage. Turkey racing will take place in Lilly Park and participants have to provide their own turkeys.

She said looking through old photos had been fun. Brenda Hardwick has offered to sponsor a kazoo band.

Other:

- **Occupancy Tax:** A discussion followed on comparisons of occupancy tax over the last three years. February 2021 numbers are down \$1,100 year to date. January 2019 had been up \$1,100 and February 2019 had been down \$400 from the previous year.
- **In Person Meetings:** Mike inquired when board meetings would become in person again. The consensus was to go back to in person board meetings with the next meeting which would be May 5 but continue to do Executive Committee meetings by zoom. Kalyn offered the use of the Casey Tibbs Conference Center for Board meetings and her offer was accepted.
- **Fish Cleaning Station:** Rick said that McCumsey is working on a quote based on the station up north. Nicole said that the winter fishing group is interest in donating.

Next Meetings:

- Executive Committee Meeting – 7:45 a.m., Wednesday, April 28, 2021 – Zoom
- FPTPC Board Meeting – 7:45 a.m., Wednesday, May 5, 2021 – in person Casey Tibbs Center

Adjourn: Meeting was called to adjournment by President Casey Cowan