

Fort Pierre Tourism Board Meeting
Wednesday April 6, 2022
7:45am-9:00am
Casey Tibbs Rodeo Center

Board members present were Emily Steber, Callie Iversen, Scott Deal, Nicole Schwinler, and Kalyn Eulburg.

Others present were Shane Kramme, Gloria Hanson, Rick Hahn, Sunny Hannum, Lyssa Bruzelius, Lindy Geraets, Lorrin Naasz, and Arielle McRoberts.

Not present were Casey Cowan and Mike Weisgram.

Meeting called to order at 7:55AM by Emily Steber.

Motion to approve minutes with changes to TIFs, units, and \$200 instead of \$20 made by Schwinler. Second by Deal. Motion carried.

Financials – Iversen reported that First Thursdays has brought in \$2,050 so far.

1. Tourism Invoices

- a. Maxwell Strategies Executive Director (monthly) \$2,500.00
 - b. Creative Services (monthly) \$1,020.62
 - c. March Secretarial Services \$213.00
 - d. Monthly – Anderson Nill & Associates (Bookkeeping services) \$186.38
 - e. JC Printing | Website Membership Postcards \$21.30
 - f. MaxStrat | Stamps for Mailers \$58.00
 - g. MaxStrat | Fish Cleaning Station Design Work \$607.05
 - h. JC Printing | Fish Cleaning Station Donation Card \$117.15
 - i. Missouri River Tourism | Full and half page ads \$4,639.00
 - j. Advertising \$114.45
- Subtotal \$9,476.95**

2. Future Fort Pierre Invoices

- a. Monthly – Anderson Nill & Associates (Bookkeeping services) \$186.38
- Subtotal \$186.38**

TOTAL \$9,663.33

Motion to approve invoices made by Eulburg. Second by Iversen. Motion carried.

City of Fort Pierre Update – Mayor Hanson reported that the EDA Grant is close to being approved. Rhea Waldman at the Discovery Center wrote the Grant. The grant will go towards the Tatanka Trail project. Mayor Hanson also mentioned that the Holiday Inn renovations have started.

Hahn reported that they are planning to dock the sunset boat by the Marina/Pedestrian Bridge. Hahn also reported that there will be construction on Hustan Ave and the project will help create more parking.

Fort Pierre Development Corp Update – Hannum reported that they are working to identify a downtown project.

Hannum also reminded the group to register and mark your calendars for the Energize! Conference on May 11-12. She is going to be going around to businesses asking if they would be interested in providing coupons to their restaurant for those who attend the conference.

Fort Pierre Chamber Update – Kramme reported that Trails for Transplants will be May 25-28. Kramme also reported that he's been working with the Trader Days Committee and is excited for this year. He also reported that the Fort Pierre Chamber of Commerce will host an Appreciation meal at the July First Thursdays Event. Kramme reported that the ice rink has been moved out and there has been an auction and CCC's Dog Obedience class are the most recent happenings. Kramme also extended the invitation to attend Pat Duffy's celebration this Saturday.

Stanley County Fairgrounds Update – Deal reported that they applied for the Kubota grant, and would use that to insulate under the stands. The State 4-H Shooters Tournament will be coming April 21st-24th with about 700 shooters. The Fairgrounds lost an event on May 22-23, which is the Bronc and Bareback Riding School. The Indian Relays are a yes no matter as they've found another group to do it if the first group falls through.

Missouri River Tourism Update – Bruzelius reported that the Missouri River Tourism (MRT) guides are going out to members. The Welcome Centers on I90 are set to open soon as well. MRT is working on the new website and requesting developers, so if anyone knows any Web Designers, let her know. National Travel and Tourism Week is May 1-7. She asked if there would be a chance of lighting the Fort Pierre Bridge red for the week. She also extended an invitation to attend the Spring Hospitality Training featuring Christine Cashen at RedRossa Italian Grille on May 3 at 2:30pm. The Missouri River is down by 10 feet from this time last year.

Marketing Update – Naasz reported that we still need to encourage businesses to sign up for the Fort Pierre Tourism Membership. An outline of the membership levels can be found on the

website. McRoberts and Naasz plan on making calls to businesses over the next week and encourage membership.

First Thursday's kickoff will be June 2 at Lilly Park. Advertisements for this will go out at the end of the month.

FPT will co-host two events on Facebook and Instagram. The two events are Hoppy Earth Day at Drifter's Bar & Grille on April 23, 2022 and Dakota Blast by Willow Creek Wildlife on June 9-12, 2022.

Geraets reported that planning is underway to have a social media influencer visit Fort Pierre. The Marketing Committee will meet to review the strategy and contract for the selected influencer. So far, we've identified two family influencers, two rodeo influencers, and two solo influencers. We'll identify what path of which influencer would be the best fit and go from there.

New Business

2022 Marketing Grant Awards – Naasz reported that this year, there were about \$24,500 in marketing grant requests. Fort Pierre Tourism budgeted for \$10,000 in grant money with the total awarded funds being \$11,500. This includes \$10,000 for new events and \$1,500 for South Dakota Special Olympics that has a previously established agreement for 2022 and 2023. There was \$300 remaining after the suggestions were made. Schwinler suggested splitting the remainder between the five new projects. Eulburg brought up that SD 4H Rodeo is a large event and they are very deserving of the extra money.

Motion to award an extra \$250 to the SD 4H Rodeo and split the remaining \$50 among the 5 new events (\$10 per applicant) made by Schwinler. Second by Deal. Motion carried.

Naasz will make adjustments to the spreadsheet and award the applicants accordingly.

Internal Controls – Naasz reported that the internal controls document was sent out to the board and is on Basecamp. This is just to make sure that we have a process in place.

Motion to approve the internal controls document and add Geraets as a signer made by Eulburg. Second by Schwinler. Motion carried.

Naasz will share the document with Anderson Nill and also add Geraets as a check signer.



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Old Business

Fish Cleaning Station Update – Schwinler reported that fundraising is going well. The committee is planning on serving lunch at the Fire School that comes to Fort Pierre. The committee also plans on submitting another grant that is due on April 29.

Tour Your Hometown Event – Naasz reported that FPT's first Tour Your Hometown Event will be May 5 & 6. Both days will be from 8:00am-12:00pm with the same tour happening each day to offer flexibility to businesses. A postcard will go out to businesses this week, plus a digital invitation. We encourage businesses and their employees to join us so we can better serve tourists that come to town.

FPTPC Executive Board Meeting | 7:45AM Wednesday, April 27 | Zoom
FPTPC Board Meeting | 7:45AM Wednesday, May 4 | Casey Tibbs

Adjourn at 9:55AM