

Minutes
Fort Pierre Tourism & Promotion Council
Wednesday, January 6, 2016
AmericInn Conference Room
7:45 a.m.

Call to Order – Chair Butch Johnston at 7:50 a.m.

Council Members Present:

- John Duffy
- Mike Weisgram
- Butch Johnston
- Dawn Gordon
- Erin Childress
- Cindy Bahe

Council Members Absent:

- Casey Cowan

Others Present:

- Mayor Gloria Hanson
- Dave Bonde
- Sunny Hannum
- Jennifer Anderson
- Chris Maxwell

Approval of Minutes of December 2, 2015 Meeting

Mike made a motion to approve the minutes and Erin seconded the motion. Motion carried by voice vote.

Approval of November 2015 Financials

Butch said that Dakota Prairie Bank had not sent Jennifer the statement for the new account as requested but the new account, ending in 100, now had \$47,070.88 balance from the two deposits made. One of the deposits was for the \$38,000 received from FPDC.

Mike made a motion to approve the financials and Cindy seconded the motion. Motion carried by voice vote.

Approval of Agenda

John made a motion to approve the agenda and Dawn seconded. Motion carried by voice vote.

Dave requested that agenda be corrected to renumber items under “New Business” g through k as numbers 2 through 6 because they did not belong under invoices.

Special Reports:

- By Law Preparation – Gloria

John made a motion to approve the first reading of the bylaws with a second reading to follow in 30 days and Mike seconded the motion. Motion carried by voice vote.

A discussion followed about the duties of the secretary/treasurer as outlined in the bylaws. Gloria said Casey Cowan has said that he is concerned about the definition of his role as treasurer because he is currently not doing what the bylaws call for.

Dave said that the Executive Board should decide on the segregation of duties before the next meeting and present a recommendation to the full board for approval. The Executive Board agreed to do that.

– **Chris Maxwell Progress Report**

Chris said he had been asked at the last meeting to bring a list of key priorities and resources to the group at the January meeting. He will give his final report at the end of February. He has been meeting on a weekly basis with Butch, the Mayor, and Dave. A written report was handed out to the board members.

He would like to get the word out in January through a press release and/or news article and continue to inform the public on a monthly basis of the vision and long term plan for Fort Pierre. Board members present voiced concern over promising what might not be delivered and also were unified on having all media material keep the BID Board front and center as the catalyst behind the tourism efforts.

Chris said he had discussed co-op marketing with South Dakota Tourism and was working on getting a “Fort” visual. A Western front is also under consideration for the Community Youth Involved Center. He has also been talking to the Civic Pride Committee regarding the 1st Impression Tour report. FAM tours are also a priority to familiarize residents with their community. He referenced what the City of Yankton has done with signage and said Fort Pierre needs to develop a site inventory and decide what they can afford in signs.

He said that the GOED EDPP Application is due January 31st and that matching funds are available for projects that provide a plan of proposed activities and resources focused on Tourism, Economic Development and Community Development. The GOED funding is paid on a tiered scale over a four year period with 40 percent payout Year One.

– **Capitol Tree Report**

Butch said the tree had been a big success and he had received a lot of compliments on it. He was waiving the expenses because he plans to re-use the decorations himself.

New Business:

1. Invoices:

Butch said that Maxwell Consulting had already received \$5,200 and the Depot check for \$2,500 had been written but not delivered to Gary Gittner. Dawn offered to deliver it. John asked what the \$2,500 had been spent on and Butch responded the grand opening. Butch said another \$2,500 had been set aside for the Depot for marketing and promotion.

Dawn and Butch will talk to Tieszen Law about the bill for \$2,093.50 for their work on the bylaws to see if they would consider reducing that bill.

2. Brochure Progress

Butch said the new brochure “proof” was at PryntCom and in the process of being completed.

3. FAM Tour

Butch said that FAM tours were being developed by Dawn, Erin & Butch.

4. Trader Days

Butch said that Dawn and Kathy Heiss were considering doing three flea market events and were considering one in March, one in July and one during the Holidays.

5. 2017 Bi-Centennial

Gloria said the Bi-Centennial Committee was meeting tomorrow with hopes of finalizing the dates. John recommended that the event not be held after school begins in September due to everyone being too involved on weekends with sports activities for their kids.

Sunny recommended that Bi-Centennial ads be placed early on the web site and Cindy said she would help her develop some inexpensive Facebook ads.

6. Web Site Report

Sunny provided a hand out showing the progress that had been made since September’s meeting with Jon Sailer at Bpro. Much discussion had been carried on back and forth between her, Jon and the City Office by email as to how to reorganize the site. The web site went “live” December 28th and the next day she and Kelly from City Office had a training session to begin making hands on changes to the site with Jon ramrodding the big changes.

A very important part of the process had been to make the site “user friendly” and available by January 1st for travelers planning their summer trips. That meant the site needed a navigation button for “Accommodations” so people could reserve a room and bring in those tourism dollars which will help Fort Pierre complete important tourism projects.

She was excited to say that she already had received a list of events for the Expo Center from Dennis Booth and a list of events for the Stanley County Fairgrounds from Brenton Crane. The events have been posted to the web site and more will be added. She likes the way the new web site separates the events into categories.

Plans are to place Marty Hallock’s aerial video clip of Fort Pierre on the Tourism Page when it is available.

7. New Tourism Booth

Butch said the booth needed a new banner

Other Discussion Items:

1. Tourism Conference

Butch asked for a motion to send 3 people to the Tourism Conference.

Erin made a motion to send three people to the State Tourism Conference and Cindy seconded the motion. Motion carried by voice vote.

2. 2017 History Conference

John said that an effort should be made to get Jay Vogt to have the Conference focus on Fort Pierre and do a two day history of Fort Pierre from the fur trading days, Lewis and Clark, the forts, etc.

Adjourn:

Mike made a motion to adjourn and Dawn seconded the motion. Motion carried by voice vote.

Secretary

President

Date