

Minutes
Fort Pierre Tourism & Promotion Council
Wednesday, February 3, 2016
AmericInn Conference Room
7:45 a.m.

Call to Order – Treasurer, Casey Cowan

Council Members Present:

- Erin Childress
- Mike Weisgram
- Casey Cowan
- Cindy Bahe

Council Members Absent:

- Butch Johnston
- Dawn Gordon
- John Duffy

Others Present:

- Roxanne Heezen
- Gloria Hanson
- Dave Bonde
- Jennifer Anderson
- Sunny Hannum

Approval of Minutes of January 6, 2016 Meeting

Mike made a motion to approve the minutes of the January 6, 2016 Meeting and Erin seconded the motion. Motion carried by voice vote.

Approval of December 31, 2015 Financials

Jennifer reviewed the financials stating that because they were for the end of the year, she had included the “Annual Profit and Loss.” She pointed out the notes on the Balance Sheet for the amounts of \$1,500 for the 1st Ladies Ball and \$2,500 for the Depot that had not been paid in 2015. She also said that she still was not receiving the bank statement for the new account ending in 100 but had found out from the FPDC office that she needs to request the statements in order to receive them. She is having trouble keeping track of activities etc. because she doesn’t know who to contact for the paperwork. Casey said that Jennifer should also receive duplicate bank statements for all accounts.

Jennifer asked the Council Board if they wanted her to check to see if the group is compliant with the IRS now that they have their own EIN# and can no longer file a return under the FPDC umbrella. Also, whether paperwork needs to be filed for non-profit status which requires a \$400 filing fee.

Casey and Cindy asked Jennifer to check into the tax status of the group. Casey also asked about the "Receivables" status and Jennifer answered that receivables were a month behind and would catch up in the January financials.

A motion was made by Cindy and seconded by Erin to approve the financials. Motion carried by voice vote.

Approval of Agenda

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

Special Reports:

– By Law 2nd Reading

Casey said he had some concerns with the way Article III: Section 5 was worded regarding the duties of the Treasurer which is his office on the Board. It was agreed that Casey should be comfortable with that wording. Casey and Dave were asked to rewrite that section to reflect the work currently being done by the group's accounting and bookkeeping service. Casey asked Dave to edit Article III: Section 5 and send it to him to review. A final draft of the By Laws could then be sent to the full Board for approval.

Gloria said that the Treasurer should be authorized as a signatory on the bank account. Consensus was that the officers should all be signers.

– Chris Maxwell Final Report:

Chris said that his full report of 100+ pages had been emailed to the Board but that he had brought a shorter version to the meeting and would cover the high points. He said the last three pages regarding the main actions to be taken were the most important:

1. Future Fort Pierre
2. City First Impressions
3. FAM Tours
4. Signage & Wayfaring
5. Marketing Plan
6. Ongoing Leadership

It was decided by the Board present that a separate meeting needed to be held apart from the monthly meeting to have Chris do an in depth presentation. Cindy offered the Rodeo Center as a venue for the meeting. She said the current report needed to be condensed and prioritized because it currently was too large to comprehend.

Chris will coordinate and set up a meeting as early as the week of February 15.

- **Marty Hallock Proposal** – Item 3 under New Business was discussed at this point in the meeting Gloria asked the group if they wanted Marty to join the meeting. It was decided that he did not need to do so until he has met with a committee of Board representatives and industry partners to discuss content of the video he is proposing to produce for FPT&PC for use at travel/sport shows and on the web site.

Casey suggested that a Marketing Committee meet with Marty and that it be made up of Butch, Erin, Karen Kern of Missouri River Tourism and whoever else might be interested. Gloria suggested Cindy also be on the committee. Chris agreed to coordinate that meeting. A decision on the proposal was deferred until the committee reports back to the Board.

– **Bi-Centennial Report – Gloria**

Gloria said that the Planning Committee would have their 3rd meeting this afternoon at which they would designate people for major roles. She said progress had been made on commemorative pieces and a logo which Jon Moison is designing. She said she had been advised to promote the event at least a year ahead of time. She has been in touch with the schools to make sure they schedule their events in town the weekend of the event.

She said a list of activities had been made to include the Dakota Western Heritage Festival (DWHF) events of wagon train, steak feed, festival, and concerts. To which have been added an Arts in The Park, 5K run, Fairgrounds concert and possibly a street dance. The dates set are the same as DWHF dates of September 22, 23 & 24, 2017.

– **FAM Tours – Chris**

Chris has been working with some people to write scripts for the tours and practice runs will be made with internal groups. He has found out that Steamboat Rentals are already doing a Louis & Clark tour by boat.

– **Marketing Grant Applications Report – Sunny**

Sunny said that to date nine Marketing Grant Letters of Intent and two complete applications had been received that will take place before summer. This counted 8 that had been sent or brought into the FPDC office and one that Butch has received. Several articles and press releases had been published in December regarding the February 1st Deadline and an email and phone campaign done the week prior to the deadline to get people to apply. All previous grantees had been contacted.

Grants received represented a total of approximately \$17,000 (she wasn't sure how much the grant request was for the one received by Butch). Casey requested that a committee of himself, Butch and Mike review the grant applications soon. He will set up a meeting to do that at the Log Cabin some time in February.

Gloria questioned whether "1st Ladies Ball" should still be considered an applicant held over from 2015 because it has been a onetime event. Casey said he believed it had only been noted on the financials because it was money not spent in 2015. The group agreed to put this on the agenda to discuss at the next meeting.

– **Brochure Progress**

Casey asked Sunny to inquire of Pryntcomm about the invoice they sent for \$537.95 and also ask them to send a proof of the brochure for the Board to review. He also asked Sunny to check into the Bro hosting fee.

New Business:

1. Invoices
 - a. Maxwell Consulting - \$5,200.00
 - b. Tieszen Law Office - \$2,252.50
It was decided to table this bill until Dawn and Butch report to the Board on their meeting with Tieszen Law
 - c. Butch Johnston – St Paul trip - \$1,152.72
 - d. Accounting/Secretarial fees - \$400.00
Approved as ongoing payments
 - e. Bpro Hosting Fee – \$300.00
Casey asked Sunny to check into this fee.

2. SD Tourism Conference Registrations - \$ 750.00

A motion was made by Mike and seconded by Cindy to approve payment of the invoices for Maxwell Consulting, Butch Johnston and the registrations for the SD Tourism Conference (\$750.00). The motion carried by voice vote.

Old Business:

1. Marketing Grant Decisions and notification dates –
The review committee will bring recommendations back to the Board. Cindy would like to see groups provide plans for their events and marketing and follow through in advance to promote their events. Casey said grants should be made for marketing the event and that the grant funds should be leveraged. Gloria would like to see some funds coming back to the City for improvements of locations like the Casey Tibbs Turnout and the East end of Main Street which provides such a great view for visitors.

Adjourn:

Mike made a motion for the meeting to adjourn at 9:05 a.m. and Erin seconded the motion. Motion carried by voice vote.

Recording Secretary

Vice President

Date