

### **FPTPC Board Meeting Minutes**

Stanley County Commission Room and via Zoom

7:45 AM, January 3, 2024

**Board Members present** were Emily Steber, Callie Iversen, Casey Cowan, Mike Weisgram, Scott Deal, Lindy Geraets, and Kalyn Bergeson.

**Others present** were Mayor Gloria Hanson, Rick Hahn, Sunny Hannum, Shane Kramme, Laurie Gill, Chris Maxwell, Judy Weisgram and Kristen Campbell.

Once quorum was reached, meeting was called to order by Cowan at 7:50 a.m.

*Motion to approve minutes from December 6, 2023 made by Weisgram. Second by Bergeson. Motion carried.*

#### **Financials**

Geraets reported on November financials. The FPT account has a balance of \$109,500. The money market account has a balance of \$70,900, with a gain of almost \$1000 in interest for the year. Geraets suggested the Board consider transferring \$10K-\$15K into the money market depending on how the budget looks. Occupancy tax through October shows that we are on track to meet the budget estimate for 2023.

FFP's balance as of November 30 is \$130,500. Of those dollars, \$24,654 is for the fish cleaning station and \$60,755 is for the sculptures.

Discussion concerning the future commitment for the bridge plaza occurred.

*Motion to accept financial report made by Steber. Second by Weisgram. Motion carried.*

**Invoices and Recurring Payments by ACH** | Invoices due and recurring payments were reviewed. The invoices presented for approval were from December and are listed below. Cowan requested that the DRG Media invoice be paid out of FFP funds, and not the restricted funds, to be paid with funds approved in a previous meeting to help fish cleaning station with promotional needs. Discussion occurred on documenting and tracking FFP committee payments. The fish cleaning station committee approved payment of \$10K for erecting the walls.

**Fort Pierre Tourism & Promotion Council**  
**Wednesday, January 3, 2024 - 7:45 a.m.**

**1. Tourism Invoices**

a. Maxwell Strategies	
a1. Executive Director (monthly - Dec)	\$2,835.54
a2. Creative Services (monthly - Dec)	\$1,242.54
b. Monthly – Anderson Nill & Associates (Bookkeeping services)	\$207.09
c. SD Missouri River Tourism Inside Front or inside back cover	\$2,610.00
d. Pierre Area Chamber of Commerce - Visitor Ads 2024 Full page	\$1,350.00
e. Fort Pierre Chamber of Commerce - Membership 2024	\$50.00
f. Verendrye Museum - membership	\$75.00
	<i>Subtotal</i>
	<b><u>\$8,370.17</u></b>

**2. Future Fort Pierre Invoices**

a. Monthly – Anderson Nill & Associates (Bookkeeping services)	\$207.09
b. Fish Cleaning station - Chase the Ace ads) DRG Media Group (FFP funds allocated to fish cleaning station marketing efforts.)	\$234.00
c. Fish Cleaning station - Tull Companies LLC: Erecting walls 100% complete	\$10,000.00
	<i>Subtotal</i>
	<b><u>\$10,441.09</u></b>

**TOTAL \$18,811.26**

**3. Future Commitments**

**Fort Pierre Tourism**

- \$1,000.00 Late Spring 2024 2023 grant delayed for Riverwalk Landing
- \$29,500.00 City of Fort Pierre Bridge Plaza payment - August (Will be \$17,000 in 2025)
- \$10,000.00 Future Fort Pierre transfer August 2024
- Marketing Grants 2024

**Future Fort Pierre**

- August 2024 Fort Pierre Tourism Reimburse 2 months admin expense
- August 2024 Fort Pierre Tourism Reimburse 2 months social expense

*Motion to approve the FPT payables was made by Weisgram. Second by Bergeson. Motion carried.*

*Motion to approve the FFP payables was made by Steber. Second by Weisgram. Motion carried.*

**Future Commitments | Will discuss at next month's meeting.**

## New Business

**Let Freedom Fly Air Show Funding Request** | Gill shared that the Let Freedom Fly Air Show will be performing Memorial Day Weekend, May 25 & 26. The pilots will be arriving the week before. Room blocks are already being created at area hotels. Proceeds from this event will all go to local charities in both communities. The committee consists of Pierre, Fort Pierre, state employees including the Dept. of Transportation. They are expecting a lot of people which means traffic control. The committee is asking for \$1000 to help with marketing.

*Motion to approve giving \$1000 for the Let Freedom Fly Air Show was made by Bergeson. Second by Steber. Motion carried. To be paid out this month.*

## Old Business

**2023 Accomplishments** | Gill shared that the list of accomplishments that MaxStrat and the board had during 2023 is available on Basecamp as well as printed copies were provided for today's meeting.

**2024 Budget** | Discussion ensued concerning the Misc. line at the end of the budget and the influencer campaign. It was decided to leave Misc. as a line item on the budget. The marketing committee will discuss the influencer campaign during their upcoming meeting.

*Motion to approve the 2024 budget was made by Weisgram. Second by Bergeson. Motion carried.*

**2024 Admin & Marketing Plan** | Gill shared that the admin & marketing plan is a kind of blueprint for the marketing committee as we move forward.

*Motion to approve the 2024 admin & marketing plan was made by Geraets. Second by Steber. Motion carried.*

**2024 MaxStrat Contract** | Cowan reported that the contract was discussed last month. Weisgram recused himself from the vote.

*Motion to approve the 2024 MaxStrat contract was made by Steber. Second by Bergeson. Motion carried.*

**FPT Strategic Planning** | Gill reported that the strategic plan will guide us in the work we do at MaxStrat for the FPT Board.

*Motion to approve the strategic plan was made by Weisgram. Second by Steber. Motion carried.*

## Reports

**Marketing Update** | Gill shared that the Governor's Conference on Tourism is coming up in January. The cost is \$300. The executive committee is wondering if anyone from the board or MaxStrat would be interested in attending. Discussion ensued.

*Motion to cover registration for Bergeson, Steber and a MaxStrat employee to attend the conference was made by Weisgram. Second by Deal. Motion carried.*

The marketing committee (Steber, Bergeson, Geraets) will be meeting quarterly. The first meeting will be in January. We will be submitting our first report for the DMO grant in January.

A document was created that summarizes the marketing grants for 2023. It is available on Basecamp. Of the \$10,710 awarded, \$7000 was paid out. The \$1000 for the marina opening will carry over to 2024.

**City of Fort Pierre Update** | Mayor Hanson reported that Peaceful Pines is open and they have started moving in their first residents. The bridge construction will continue this spring. Hahn reported that the city is working on underground storage tanks on the NW end of town, probably bid out this year. The city has resubmitted our grant application with the requested additional information to SD Housing.

**Fort Pierre Development Corp (FPDC) Update** | Hannum reported the FPDC Facebook page had over 8000 visits in December and over 600 likes. Hannum did another Facebook Live in December, promoting a local business. The FPDC will host its annual meeting on January 30. Marcia Hultman from the Department of Labor will be the special speaker. Dave is on the steering committee for the PEDCO Childcare Survey.

**Fort Pierre Chamber** | Kramme shared that the Chamber is currently scheduling the Expo Center for the upcoming summer events. They are working to bring the circus back again this year. There is also a possibility for a couple of new events.

The Chamber distributed some funding to support the Christmas meal and paid the school lunch at Stanley County. The Chamber is currently in the midst of their 2024 election for the board of trustee positions up for reelection.

The VBA has received approval from the Gaming Commission to proceed with the horse racing on Oct. 5 & 6.

**Stanley County Fairgrounds** | Deal reported they are getting ready for May 25 & 26 Indian Relay Races. SCF representation will be in Rapid City for the HS Finals meeting during the stock show.

**Missouri River Tourism (MRT)** | No report

**Tatanka Trail** | Maxwell shared that they have been in discussion with Rhea Waldman at the South Dakota Discovery Center concerning a presentation to the FPT Board. Rhea has put an impressive amount of thought and effort into this project. The important part for the Board is to stay engaged going forward, make sure we're aware of all that is happening and continue to enhance this project.

We have been in discussion with Rhea about buildings and it was brought up that we don't have public restrooms. Discussion continued on what is needed.

### **Other Discussion**

FPTPC Executive Board Meeting | 7:45 AM, Wednesday, January 31, 2024 | Zoom  
FPTPC Board Meeting | 7:45 AM, Wednesday, February 7, 2024 | Stanley County Commission Room and Zoom

**Adjourned at 8:46 a.m.**