FPTPC Board Meeting Minutes
Stanley County Commission Room and via phone
7:45 AM, April 12, 2023

Board Members present were Casey Cowan, Mike Weisgram, Callie Iverson (via phone), Emily Steber, Dylan Geuther, Kalyn Eulberg, and Scott Deal.

Others present were Laurie Gill, Yvonne Taylor, Judy Weisgram, Mary Duvall, and Desiree Bonhorst from MaxStrat. Fort Pierre Mayor Gloria Hanson, Sunny Hannum, Rick Hahn, Shane Kramme, Lyssa Bruzelius, Larry Cronin, Craig Heller, and presenter

Meeting was called to order by Cowan at 7:49am.

No changes made to the Agenda.

Motion to approve minutes from March 1, 2023 made by Steber. Second by Eulberg. Motion carried.

Financials

> **February 2023 |** Judy Weisgram reported a high-level review of the financials. She stated that the balance in First National Bank and Dakota Prairie accounts at the end of February was $102K. Future Fort Pierre's accounts in both banks at the end of February had a balance of $72K. Weisgram stated that recurring invoices from Maxwell Strategies for January and February have not been paid but will be shortly. She reported there are no non-recurring invoices to approve for March. Dakota Prairie accounts need to be closed once everything has cleared. Gill told the Board to let anyone from MaxStrat know what reports and information the Board would like to have and we'll work on getting the information together. Judy recommended a comparison of YTD to last year's YTD totals as good information for board members.

Motion to accept the February 2023 Financial Report as given made by Steber. Second by Deal. Motion carried.

> **Recurring payments by ACH this month and Invoices** | Weisgram covered this in the February 2023 Financial Report.

Motion to accept the payables made by Mike Weisgram, Second by Eulberg. Motion carried.

Reports

> **Executive Director Report** | Gill introduced new MaxStrat team which includes Desiree Bonhorst, Yvonne Taylor, Mary Duvall, and Judy Weisgram who will all be contacts of

support for Capital City Campus. She also reported on making connections with Board Members and having meetings with individual members.

City of Fort Pierre Update | Fort Pierre Mayor Hanson reported GOED Capital Improvement application has been approved and should have plan by August. There are four key positions currently open at the city. Mayor Hanson reported on the field crew doing a great job with snow removal and the Emergency Response Plan. She then reported Peaceful Pines construction is moving along swiftly to be opening in the fall. The PAYSA ice rink in Pierre has been renovated and is now named the Ice Barn, according to Nick Marso from the Oahe Hockey Association. With the addition of another rink capable of hosting games, the OHA is hoping to host more tournaments. Mayor Hanson then reported the sculpture committee is hoping to raise $100K.

Fort Pierre Development Corp | Cronin reported on communication between the fundraising groups, stating to make sure nobody is duplicating efforts. Cronin reported the Housing Development Committee also met.

Fort Pierre Chamber | Kramme reported on events happening at the Expo and shared the 2023 CALENDAR OF EVENTS handout which includes an archery competition, post prom party, and Trader Days with a backyard barbeque, among other events. Trader Days is scheduled for August 11-13, 2023.

Stanley county fairgrounds | Deal handed out the 2023 Stanley County Fairgrounds Schedule and reported on the different events that are planned this year.

Missouri River Tourism | Lyssa Bruzelius reported on a program to bring marketing materials to welcome centers on the interstate. The deadline to apply is April 21st. Bring materials you want placed in the Welcome Centers to Missouri River Tourism. There is no shipping fee and it is a FREE program to become a part of. Bruzelius reported being in communication with the Lou Hammond Group who helps spread awareness of what is going on in our area. National Travel and Tourism Week is coming up on May 7-13, 2023. There is a media toolkit on sdvisit.com available. There is a FREE Spring hospitality training on May 9th from 2:30-3:30pm at the Casey Tibbs Rodeo Center. This training is good for frontline workers.

Marketing Report | Duvall reported that FPT promotional materials will be going in the SD Information Centers. A Tourism Update newsletter is being developed, to be shared electronically, to keep industry partners informed of events and items affecting the tourist-related businesses in Ft. Pierre.

One key highlight in the first newsletter will be the hospitality training seminar on May 9. The Marketing Committee will be asked to assist with planning for a social media influencer visit coming up in the fall.

New Business

Department of Tourism | Jacey Ellsworth reported on the Marketing Assistance Program that is available for 2-year or 4-year periods from the State. The amount requested must be based off of the loss of revenue Triple B tax or Sales Tax losses. Fort Pierre Tourism can apply for $11,700. There are stipulations to what the money can be used for. The deadline to apply for the grant is April 28th. In order to receive funds, the organization requesting grant funds will need a unique entity I.D. (DUNS). Applicants must also share the amount they are requesting and what it will be used for. The table below includes links to information about the marketing assistance program through the state of South Dakota.

Overall Information:	https://sdvisit.com/covid-19/dmo-marketing-assistance-program
Toolkit with all program requirements:	https://sdvisit.com/sites/default/files/2023-02/South-Dakota-DMO-Marketing-Assistance-Program-Toolkit_Feb2023.pdf
Municipal Gross Receipts Table	https://sdvisit.com/sites/default/files/2023-01/South-Dakota-Municipal-Gross-Receipts-%28BBB%29-Loss_table.pdf
Example of Application:	https://sdvisit.com/sites/default/files/2023-03/Travel-South-Dakota_DMO-Marketing-Assistance-Application_EXAMPLE_2023.pdf

Motion to have the Marketing Committee apply for the grant and use funds for marketing made by Weisgram. Second by Iverson. Motion carried.

Spring Hospitality Training | Gill reported on the FREE hospitality training coming up on May 9, 2023 that is geared towards people working in tourism or hospitality.

Capital Improvement Plan (CIP) Project Update | Cowan reported on the letter written by Mayor Hanson. Mayor Hanson reported that the city needs to make a match of $15k in order to proceed. Cowan reported that the carryover amounts need to be discussed at the next meeting.

Energize Conference Travel Request | Gill reported there has not been any interest towards attending this conference and offered to go to this unless a Board Member would like to, but needs travel approval from the Board. The Energize Conference is on Thursday, May 31- Friday, June 1, 2023.

Motion for tourism to pay for Gill's travel expenses to the Energize Conference May 31 and June 1, 2023 made by Mike Weisgram. Second by Guether. Motion carried.

Old Business

> **Fish Cleaning Station Update** | Iverson stated we are applying for the South Dakota Community Foundation Grant. Hahn reported the building is moving along and will be done this year.

> **Future Meeting Location** | Gill reported on possible use of having meetings where the City of Fort Pierre holds their meetings. Mayor Hanson reported that we may be charged a fee to hold our meetings there, but she will continue negotiations.

> **Marketing Grant Review** | The Marketing Grant Excel document was reviewed, discussion ensued. It was determined that an Electronic Signage Committee will be put together and Cowan offered to be on the committee. Amounts were discussed for applicants.

Motion to accept amounts discussed for Marketing Grant recipients made by Mike Weisgram. Second from Eulberg. Motion carried.

Motion to approve paying for ½ of the signage at the Fairgrounds made by Steber. second by Eulberg.

Other Discussion

> FPTPC Executive Board Meeting | 7:45 AM, Wednesday, April 26, 2023 | Zoom
> FPTPC Board Meeting | 7:45 AM, Wednesday, May 3, 2023 | Stanley County Commission Room and Zoom

Adjourned at 9:22am.