

### **FPTPC Board Meeting Minutes**

Stanley County Commission Room and via Zoom

7:45 AM, May 1, 2024

**Board Members present** were Casey Cowan, Emily Steber, Mike Weisgram, Callie Iversen, Lindy Geraets, and Dylan Geuther.

**Others present** were Mayor Gloria Hanson, Rick Hahn, Sunny Hannum, Shane Kramme, Lyssa Bruzelius, Nicole Schwinler, Laurie Gill, Kristen Campbell, and Judy Weisgram.

Once quorum was reached, meeting was called to order by Cowan at 7:45 a.m.

Cowan noted that Nicole Schwinler was in attendance to give an update on the fish cleaning station. He suggested that the fish cleaning update be added under old business.

*Motion to approve the modified agenda made by Steber. Second by Weisgram. Motion carried.*

*Motion to approve minutes from April 3, 2024 made by Weisgram. Second by Geraets. Motion carried.*

#### **Financials**

Geraets reported on March financials. Due to FPT's main account getting low \$20,000 was moved from the money market into the main account. This leaves \$50,000 in the money market account. Occupancy tax for January was \$6452.32 and February was \$7955.64. Our financials show occupancy tax \$6000 ahead of last year, but that could be timing of received checks.

FFP's balance through March is \$85.9K. Of that \$18.5K is FFP, \$25.6K is for the fish cleaning station, and \$41.8K is for sculptures. The mural fund has been zeroed out.

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

**Invoices and Recurring Payments by ACH** | Invoices due and recurring payments were reviewed. The invoices presented for approval were from April and are listed below.

**Fort Pierre Tourism & Promotion Council**  
Wednesday, May 01, 2024 - 7:45 a.m.

**1. Tourism Invoices**

a. Maxwell Strategies		
a1. Executive Director (monthly - Mar)		\$2,978.91
a2. Creative Services (monthly Mar)		\$1,306.26
b. Monthly – Anderson Nill & Associates (Bookkeeping services)		\$212.40
c. Oahe Wheelman Grant approved 4.3.2024	\$2,500	\$2,500.00
d. Oahe Hockey Association Grant approved 4.3.2024	\$10,000 over 4 years	\$2,500.00
e. South Dakota Magazine 2024 May/June 1/2 page horizontal - DMO Grant		\$760.75
f. Marketing Grant 2023 Central SD Regional 4-H Rodeo - late pymt due to delayed progress report		\$1,000.00
	<i>Subtotal</i>	<u>\$11,258.32</u>

**2. Future Fort Pierre Invoices**

a. Monthly – Anderson Nill & Associates (Bookkeeping services)		\$212.40
	<i>Subtotal</i>	<u>\$212.40</u>
	<b>TOTAL</b>	<u><b>\$11,470.72</b></u>

**3. Future Commitments**

**Fort Pierre Tourism**

- \$1,000.00 Late Spring 2024 2023 grant delayed for Riverwalk Landing
- \$10,000.00 Marketing grants 2024
- \$10,000.00 Future Fort Pierre transfer 08/2024
- \$17,000.00 City of Fort Pierre Bridge Plaza payment - (annually 08/2025 thru 2033)
- \$2,500.00 Oahe Hockey Association - Annually 4/2025; 4/2026; 4/2027

**Future Fort Pierre**

- \$5,610.00 Fort Pierre Tourism Reimburse admin expense 08/2024 ( 2 months)
- \$2,460.00 Fort Pierre Tourism Reimburse social expense 08/2024 ( 2 months)

*Motion to approve the FPT/FFP payables was made by Weisgram. Second by Geraets. Motion carried.*

**Future Commitments** | Geraets noted that the fish cleaning commitment was not listed and requested that it be added to future reports. The approved amount committed to the fish cleaning station upon completion is \$10,000. There will also be an update on the balance for the bridge commitment added for future reports.

**New Business**

**Event Grant Funding Decisions** | Steber reported that there were 17 applications received and of those 11 were either new events or events that didn't apply last year. Steber went over each applicant and the recommendation from the executive committee for each. Discussion occurred regarding several applicants.

*Motion was made to move forward as the committee recommends by Weisgram. Second by Geuther. Motion carried.*

**Department of Tourism Hospitality Concerns** | Cowan reported that an invite was received for a meeting to discuss concerns that have been reported to South Dakota Tourism regarding local hotels. FPT will have several representatives attending the meeting to learn more. Discussion ensued.

**Community Appreciation Event** | Cowan reported that the Community Appreciation Event is scheduled for July 24. Gill shared that MaxStrat will take lead on planning the event. She recently became aware of potential dollars to cover the cost of a band. Discussion occurred concerning vendors and activities.

## Old Business

**Fish Cleaning Station Update** | Nicole Schwinler shared that the committee is still doing a lot of fundraising. Future fundraisers include online Little Caesar's pizza kits and a 50/50 raffle. The fish cleaning station committee is requesting \$1500 of their advertising fund to print a mass mailing. The building is up, and the concrete has been poured. The roof was the wrong color and is being replaced. They are working on the patio. Discussion ensued concerning the final cost of the project. The committee has applied for several grants but won't know if they were granted for several months. Nicole will send the mass mailer to MaxStrat for review before mailing.

## Reports

**Marketing Update** | Campbell reported the website calendar has been updated to reflect the Fairgrounds and Expo Center's events. She has begun communication with a potential influencer for a visit this fall. She will attend upcoming meetings with Missouri River Tourism and Visit Pierre. The rack cards and booklets will be sent with Lyssa to the Lit Drop later this month. The current ad in SD Magazine has had no scans of the QR code. The July/Aug ad has a separate QR code for better tracking purposes.

**City of Fort Pierre Update** | Mayor Hanson reported that the Monday Night City Council meeting approved the following appointments to the BID Board: Callie Iversen, Dylan Geuther, and Lindy Geraets will be continuing to serve another 3-year term. The air show's early bird ticket sales end today. Parking will open at 9AM and gates will open at 9:30. They are still short volunteers. She has started the paperwork for another flyover during the Fourth of July parade. Hahn reported that DOT is hoping to have traffic over on the new bridge later this summer. Potentially, removal of the old bridge will begin later this summer. Work on the Tatanka Trail will begin on the west end.

**Fort Pierre Development Corp (FPDC) Update** | Hannum reported that their membership has exceed what had been budgeted. In April, four scholarships were awarded to four Stanley County Seniors. Fun Time Adventures received a loan for an LED sign along HWY 1806.

**Fort Pierre Chamber** | Kramme reported that the SD 4-H State Shooting and Archery competition was held last weekend. This was a very large event, and we hope to keep the event in Fort Pierre. We recently added another event, Race for the Roses, which is great fundraiser for the youth. Kramme listed several more upcoming events at the Expo Center including a smoke training class that is conducted by a national organization.

**Stanley County Fairgrounds** | Kramme shared that the Fairgrounds staff has been hard at work preparing for the season, getting things cleaned up. Last weekend they hosted the State BB Gun Shoot. There were a lot of people at that event as well.

**Missouri River Tourism (MRT)** | Bruzelius shared items of interest from her last industry newsletter. Tourism is growing in central South Dakota according to a press release from the Department of Tourism. The Missouri River region lead all regions in growth compared to 2019 levels, with visitor spending growing by 24%. The region also experienced a 3% increase when compared to 2022, exceeding the prior year's visitor spending by 11.2 million. She also shared more about the Lit Drop in May and encouraged other businesses to sign up for the Welcome Center program. MRT recently worked with Dakota Film Company to create some videos and photography promoting traveling HWYs 1804 and 1806.

**Tatanka Trail** | No report

**Fish Cleaning Station** | See report under Old Business

### Other Discussion

FPTPC Executive Board Meeting | 7:45 AM, Wednesday, May 29, 2024 | Zoom FPTPC Board Meeting | 7:45 AM, Wednesday, June 5, 2024 | Stanley County Commission Room and Zoom

**Adjourned at 9:15 a.m.**