

Fort Pierre Tourism Board Meeting
Wednesday, July 6th, 2022
7:45am-9:00am
Drifters Bar & Grille

Board members present were Emily Steber, Dylan Geuther, Mike Weisgram, Scott Deal, and Callie Iversen

Council members absent included Casey Cowan, Kalyn Eulberg, and Karen Kern.

Others present were Gloria Hanson, Sunny Hannum, Rick Hahn, Lyssa Bruzelius, Shane Kramme, Chris Maxwell, Lindy Geraets, and Neha Patel.

Meeting was called to order by Steber at 7:45am.

Motion to approve June 1, 2022 minutes made by Iversen. Second by Weisgram. Motion carried.

Financials

Iversen reported that both accounts look good. Occupancy tax has increased 14.9% for the year.

Motion to approve the financial report made by Weisgram. Second by Deal. Motion carried.

Tourism Invoices

1. Maxwell Strategies	
a. Executive Director (monthly – July)	\$2,875.00
b. Creative Services (monthly – July)	\$1,020.62
2. Monthly – Anderson Nill & Associates (bookkeeping svcs)	\$ 186.38
3. FPT Adv & Promo Informational Tour Drifters (lunch)	\$ 405.49
4. FPT Insurance Acuity (gen liability & inland marine)	\$ 894.00
5. FPT Adv & Promo CJ Newcomers Guide Cap Journal (ad)	\$ 320.00
	Subtotal
	\$5,701.99

Future Fort Pierre Invoices

1. Monthly - Anderson Nill & Associates (bookkeeping svcs)	\$ 186.38
2. FFP First Thurs Event Series M&R Signs (signage)	\$ 298.20
3. FFP First Thurs Event Series Homestretch Band (music 8/4)	\$ 532.50
	Subtotal
	\$1,017.08
	Total
	\$6,719.07

Motion to approve invoices made by Weisgram. Second by Iversen. Motion carried.

Reports

City of Fort Pierre – Mayor presented and reported sales tax decrease, down 32% from a year ago. This is a little misleading due to a change at the state level which increased our taxes last year. We actually are functioning at a record high.

The Fort Pierre mural has been completed. Would like to have a dedication added and include names of those who have supported the efforts prior to the unveiling. Mayor suggests re-doing the old, historic murals around Fort Pierre in beautification efforts.

Yellowstone Project is continuing to move forward. Look to do a groundbreaking at the end of July.

Spoke with Rik Patel, moving forward with renovating the Holiday Inn Express and adding two additional hotels in Fort Pierre.

Update rules for the Fourth of July parade, include no profanity on floats and no fireworks being tossed off the floats.

Last council meeting, they approved another location for the industrial hemp plot. It is properly zoned. It makes a total of two plots.

Hahn reported on several street projects within Fort Pierre. Council approved to move forward on a flood prevention plan for the City of Fort Pierre. Working alongside the Corp of Engineers to split the costs from Frontier Rd to Sale Barn. The bridge projects continue to progress.

Fort Pierre Development – Hannum reported on a Zoom call from Lewis and Clark Historical Trails Group. They are doing coverage on events along the trail areas. Discussed Trader Days on a historic aspect and re-naming the event to include “annual” language. (LewisandClark.Travel)

The group has provided two loans in June to Fun Time Rentals and Maier Meats for equipment.

Fort Pierre Chamber – Kramme reported that things have been busy. Provided funding and support to the Fire Fighters association. Also provided to all school reunion. The Chamber provided breakfast to 200 for a high school rodeo group. Working alongside the Trader Days planning committee. Chamber will provide approximately \$4,000 in funding to that effort.

Requested funding request from State Gaming Commission for Fort Pierre horse racing.

First Thursdays tomorrow with Fort Pierre Chamber appreciation meal.

Stanley County Fairgrounds – Deal reported on the high school finals, 342 contestants over 5 days at the end of June. The event went well with the meal hosted by Kramme and Chamber team. Fourth of July kicked off well with the help of volunteers and support crew on site. Great turnout over the two days. Brought in nearly 1,200 people, only 300 people on Sunday evening due to the weather. Wrangler Championship Roping coming up over the 16th and 17th of July. 4H finals are upcoming in August. They have been informed this is the highest number of 4H members in South Dakota history, nearly 1,500. Qualify nearly 700 contestants, potentially. High school rodeo finals in 2023 will be in Fort Pierre.

Missouri River Tourism – Bruzelius reported that MRT attended Oahe Days and shared that several vendors decided to leave due to weather. Those who continued to stay for the event reported that sales were great. Raffle sold nearly 200 tickets. The group shared the Sportsman Guide and Vacation Guide and other promotional items with those attending Oahe Days. Annual Celebration is on August 8 in Chamberlain and will include a tour of the community. They have started planning the new magazine in terms of design and content to make updates to boost tourism efforts. It will likely be released in January.

Bruzelius and her new assistant attended Midwest Travel Network in St. Paul, covering content on travel bloggers and influencers. Looking at bringing some travel bloggers to the area.

Reported on the success and feedback received on the Fishing Updates provided by the group and are working to update visuals and photography efforts. Continuing to work on internal restructuring.

Group continues to look through the content that the designers have provided on website. Robert Sharpe and Associate.

Marketing Update

Trader Days – Iversen reported that the schedule is largely finalized. It is coming together with several different events and vendors. Sponsorship letters were sent to various businesses last week. Looking for volunteers from the Tourism board to join her efforts. Ordered staff shirts for the volunteers on deck.

Fourth of July – Geraets reported on a lot of inquires received by FPT regarding the parade and other Fourth events.

First Thursdays – Next one is July 7 which will include the Fort Pierre Chamber Appreciation meal. Arielle McRoberts will be on the radio to promote the event. Dakota Cruiser will be playing music. Fort Pierre Fire Dept will be there to host a hydrant party.

Influencer Campaign – August (Patio session, First Thursdays). Will reach out to local photographers to help meet those local rodeo photography needs.

Tour Your Hometown Booklet – Geraets reported that the booklet is in the final stages. Currently in the review process with the marketing committee. Posters will be printed soon with QR codes and some printed copies to deliver to Lyla Briggs and The Log Cabin. The booklet includes much of the historic information and some from the HearHere audio clips from our COVID marketing grant dollars in late 2020. Within 1-2 weeks from publish date. We could look into partnering with Pierre Chamber in the future to showcase both communities.

New Business

Bank Discussion – Geraets reported that Fort Pierre has worked with Dakota Prairie for some time. Struggled with online access for view online to Anderson Nill (Roxanne). Reached out to First National Bank. They have the capability to do online access for view only with zero fees. We would only be charged for ACH transactions; this would be a nonissue for Fort Pierre. Suggesting changing banks. Online access is a nice feature and does not sound like it is coming any time soon for Dakota Prairie.

Motion for updating bank, providing signature cards and full access for Exec committees and Geraets on the MaxStrat team, and view only access to Anderson Nill made by Deal. Second by Geuther. Motion carried.

Old Business

Fish Cleaning Station – Iversen reported on updates. Committee believes this will be fully funded after the Governor's Cup in July. A Rotary grant was also approved and received for the Fish Cleaning Station.

Other Discussion

Trader Days Merch – Merchandise available at the Log Cabin. It will be sold at Trader Days during the event. Cups, T-Shirts, Tanks, etc.



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Oahe Days – Mayor Hanson reported on the Oahe Days resignation. Iversen suggested to Mayor Hanson of looking at taking this effort. Sharing this effort between Fort Pierre and Pierre. Suggesting a conversation with Nicole Gordon and putting together a team. Week long celebration during the Fourth of July with a Pow Wow, Rodeo, Indian Relays. Brings back historic aspect of Fort Pierre. Tie together with Oahe Days efforts. Steber suggests allowing someone else lead this event over Fort Pierre and having this group support and suggest being involved in some capacities.

Adjourn at 8:58am.