

**Fort Pierre Tourism Board Meeting  
 Wednesday, August 3rd, 2022  
 7:45am-9:00am  
 Casey Tibbs Rodeo Center**

Board members present were Emily Steber, Dylan Geuther, Mike Weisgram, Scott Deal, Karen Kern, Casey Cowan, Callie Iversen (zoom), and Kalyn Eulberg.

Others present were Sunny Hannum, Shane Kramme, Lindy Geraets, and Neha Patel.

Meeting was called to order by Cowan at 7:47am.

*Motion to approve July 6, 2022 minutes made by Weisgram. Second by Steber. Motion carried.*

**Financials**

Geraets reported that we are on track based on our budget.

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

Tourism Invoices

1. Maxwell Strategies	
a. Executive Director (monthly – Aug)	\$2,875.50
b. Creative Services (monthly – Aug)	\$1,020.62
2. Monthly – Anderson Nill & Associates (bookkeeping svcs)	\$ 186.38
3. FPT   Marketing & Promo   Earth to Sarah (influencer – 50% deposit, flight/travel)	\$1,883.31
4. FPT   Marketing & Promo, Misc   Reimb. MaxStrat (photo contest winner)	<u>\$ 25.00</u>
	Subtotal
	\$5,990.81

Future Fort Pierre Invoices

1. Monthly - Anderson Nill & Associates (bookkeeping svcs)	\$ 186.38
2. FFP   Trader Days   Phil Baker (entertainment)	\$ 705.25
3. FFP   Trader Days   M&R Signs (inv#224288 signage)	\$ 727.40
4. FFP   Trader Days   Monte Beringer (entertainment) cashier check	\$2,250.00
5. FFP   Trader Days   BW Insurance (event insurance)	\$1,283.44

6. FFP   Trader Days   MaxStrat (flyer design, FB cover, banner design)	\$ 480.58
FFP   First Thurs Event Series   Dead End Friends (Oct music)	\$ 500.00
7. FFP   First Thurs Event Series   Arielle McRoberts (Pedal Pull awards)	<u>\$ 48.38</u>
Subtotal	\$6,181.43
Total	\$12,172.24

*Motion to approve invoices made by Weisgram. Second by Eulberg. Motion carried.*

## Reports

**City of Fort Pierre** – Deal reported for City of Fort Pierre. Grant written by the SD Discovery Center was awarded to the City of Fort Pierre in the amount of \$1.9M, for the Tatanka Trail. Status of ambulance service is being discussed as an update is needed in order to continue service in our area.

**Fort Pierre Development** – Hannum reported the economic impact was \$32K due to the Energize Conference hosted by SDSU in Fort Pierre. This year reported the highest attendance for the conference based on the recap meeting.

Development group is continuing to dive into some housing availability and issues.

**Fort Pierre Chamber** – Kramme reported the appreciation meal at First Thursdays was greatly attended, over 500 sandwiches served. Continuing to work with the Trader Days committee to get the event logistics laid out.

Preparing the Expo Center for the Streetmasters which will also be hosted at the same time as Trader Days.

Roughly 700 contestants will be attending the South Dakota 4H Finals being hosted in Fort Pierre at the Expo Center this year.

Fort Pierre horse racing on October 1 and 2. Lots of inquiries coming in regarding the events. Continued efforts with the gaming commission for safety protocols.

**Stanley County Fairgrounds** – Deal reported that the Fairgrounds would open up spaces for RV’s to park during the Trader Days weekend. Over 600 stalls put up. It will be a busy August with the 4-H rodeos in town.

### Marketing Update

**Influencer** – Patel discussed Sarah Rohrbach’s upcoming trip, arriving Thursday through Sunday. Plans were to do dinner at Drifters, tours around the area, local attractions, outdoors content, etc.

**Tour Your Hometown Booklet** – Geraets reported that posters will be going up around town with individual QR codes linking to a digital version of the booklet. Some physical copies will be distributed to a couple individuals. Each poster will have a unique QR code. i.e. Drifters. We’ll be able to see how much participation and track each location on foot traffic of our visitors.

**First Thursdays** – Geraets reported that the next one is August 4. Hydrant party and pedal pull will be happening at this event.

### New Business

**Annual Bridge Plaza Payment to City of Fort Pierre** – Cowan reported that the bridge project is nearly 18 months behind. The future of the bridge plaza would ideally look into bringing the SD Discovery Center into Fort Pierre. An agreement was made between the FPT&PC and City of Fort Pierre for monetary support of the bridge plaza. The agreement is for 13 years, with 11 of those remaining. Weisgram talked about the importance of our commitment. The total commitment is \$221,000. We will be issuing our annual \$17,000 check at this time, no motion needed.

### Bylaws, FPT &FFP, Proposed Updates –

Bylaws for FPT: Geraets shared the proposed updates with regard to a financial audit. After discussion with Mayor Hanson and the Executive Board, the recommendation is to remove: “An independent financial review shall be conducted no less than annually. At such times at the Board may deem appropriate, a complete financial audit may be conducted.” In place of this language would be: “The Board may, as they deem appropriate, order an independent financial review or complete financial audit.” Once approved, the language will be presented to the City Council for formal approval.

*Motion carried by Weisgram. Second by Deal. Motion carries.*

Bylaws for FFP: Geraets reported that the following text would be added to the FFP:

1. The fiscal year shall be based upon the calendar year, and run from January 1 through December 31 of each year.
2. The Board shall keep correct and complete books and records of all accounts, minutes of Board proceedings, and such other records as may be advisable or required by law. Such books and records shall be retained in a secure central location, which shall be determined by the Board.
3. The Board may, as they deem appropriate, order an independent financial review or complete financial audit.
4. Documents and any other instruments, including checks, drafts, or other withdrawal orders issued against the funds of the Board, must be signed by the Chairperson and by one other officer. The Board may, if determined to be necessary in a particular situation, designate another officer other than the Chairperson to sign such documents.

An additional update is also suggested to update this language: “The Board shall consist of no less than five members appointed by the Mayor with approval of the City Council.” Instead it will read: “The Board shall consist of no less than five members who shall be appointed by the Fort Pierre Tourism & Promotion Council in June each year.”

*Motion made to accept changes by Weisgram. Second by Eulberg. Motion carries.*

**Marketing Grant Support | Indian Relay Races** – Cowan shared that the Board has been approached to support the Indian Relay Races coming in September. The Executive Board discussed potentially supporting in the amount of \$1,000-\$2,000. Pierre Chamber contributed \$20,000 to marketing. Deal, Kramme, and Eulberg shared some concerns with this organization coming into town. The group had a good conversation about concerns and how to best support this event. All have agreed that they would be more comfortable issuing checks directly to radio stations for use y Indian Relay. Kern and Geraets suggested there may be some language that needs to be updated in the general response letter, once a decision is made. Tabled discussion for next month once the application is received. Discuss level of support in September meeting.

## Old Business

**Trader Days Update** – Kramme reported that the schedule is set. The committee has begun meeting weekly. The Backyard BBQ opted to not purchase tents as they were \$3,500 charge. More activities have been added for Sunday to increase attendance. Callie sent a

request to organizations for volunteers for merchandise and trash pickup. Kramme requested 17 t-shirts for his volunteers and he will be providing them food and refreshments.

**Fish Cleaning Station** – No update.

### **Other Discussion**

- a. Fort Pierre First Thursday Event Series | 5:30pm, Thursday, August 4, 2022 | Fischers Lilly Park
- b. Central SD 4-H Rodeo | Aug 6-7, 2022 | Stanley County Fairgrounds
- c. Fort Pierre Trader Days, Turkey Races, & Verendrye Museum Backyard BBQ | Aug 12-14, 2022 | Fischers Lilly Park & Downtown
- d. State 4-H Finals Rodeo | Aug 18-21 | Stanley County Fairgrounds
- e. FPTPC Executive Board Meeting | 7:45 AM, Wednesday, Aug 31 | Zoom
- f. Fort Pierre First Thursday Event Series | 5:30pm, Thursday, September 1, 2022 | Fischers Lilly Park
- g. FPTPC Board Meeting | 7:45 AM, Wednesday, September 7, 2022 | Casey Tibbs

Groundbreaking for Yellowstone senior on August 18.

Adjourn at 9:07am.