

Minutes
Fort Pierre Tourism and Promotion Council
Wednesday, February 2, 2022
Casey Tibbs Rodeo Center Conference Room
7:45 am

Call to Order at 7:45: President Casey Cowan

Council members present:

- Emily Steber (zoom)
- Callie Iversen
- Kalyn Eulburg (zoom)
- Scott Deal
- Nicole Schwinler
- Casey Cowan

Council Members absent:

- Mike Weisgram (excused)

Others present:

- Gloria Hanson
- Arielle McRoberts
- Sunny Hannum
- Chris Maxwell
- Lorrin Nasz
- Rick Hahn
- Micah Palmer
- Lyssa Bruzelius
- Shane Kramme

Minutes of January 5, 2021 Board Meeting:

Casey pointed out that there had been one correction made after the January minutes were sent out. An invoice was added that had been omitted from the invoice list.

A motion was made by Callie and seconded by Scott to approve the minutes. Motion carried by voice vote.

Review of December 31, 2021 Financials:

Callie said she had deposited \$9,230.00 in occupancy tax in January bringing the total received for the year to \$113,000 which is over budget. In the Future Fort Pierre account, she has received \$200 from the Fort Pierre Chamber and \$100 from Fort Pierre Development for Triangle Park decorations and \$1,250.00 for first quarter from the City of Fort Pierre. The Future Fort Pierre account balance of \$22,896.00 is also over budget. All 2021 marketing grants reports have been submitted.

A motion was made by Nicole and seconded by Scott to accept the review of the financials. Motion carried by voice vote.

1. Tourism Invoices:

a. Maxwell Strategies (Executive Director)	\$2,662.50
b. Monthly – Fort Pierre Development Corp (Secretarial services)	225.00
c. Monthly – Anderson Nill & Associates (Bookkeeping services)	186.38
d. Monthly – DesignStrat – Social Posts and website updates	<u>1,020.62</u>
Subtotal:	\$4,094.50

2. Future Fort Pierre Invoices:

a. Monthly – Anderson Nill & Associates (Bookkeeping services)	\$ 186.38
b. Welcome Hunters Banner M&R Signs	<u>287.55</u>
Subtotal:	\$ 473.93
TOTAL:	<u>\$4,568.43</u>

A motion was made by Nicole and seconded by Scott to pay the Tourism Invoices a-d and the Future Fort Pierre Invoices a and b. Motion carried by voice vote.

Missouri River Tourism:

A welcome was extended to MRT's new director, Lyssa Bruzelius.

Reports:

- **City of Fort Pierre Update** – Mayor Hanson

Gloria reported on the upcoming election the second Tuesday of April. She is getting signatures on her petition to run for a 5th term as mayor. Scott Deal will be running for City Council Ward 2 as will Carl Rathbun. Larry Cronin is running for Ward 1 and Rick Cronin for Ward 3. Redistricting will require voters verify if their voting location has changed.

She is still excited about the possibility of the Junior Hockey League locating to Fort Pierre. They have consulted with the Expo Board and it appears there will be a need for an extra locker room and resolution of any user conflicts.

Gloria would like to see the Sunset Paddle Wheeler “back in the water” and would like to see a group formed to “Save the Paddleboat.” She is thinking perhaps a non-profit for raising enough funds to build a dock for the big boat. Any process with the Corps of Engineers takes at least 6 months. She believes the riverboat presence is extremely important to Fort Pierre.

Casey asked if the riverboat was sea worthy and she said it was. Rick added that the Coast Guard has given approval to put it back on the water. Locations for a dock have been discussed to keep it in sight of vehicles crossing the new bridge. This would be either near the marina or AmericInn.

Chris suggested wrapping the dock into the current grant for the bridge plaza and leasing it to the Riverboat. Rick thought the engineering of the dock would cost \$20-30,000 and \$50,000 to build it.

Gloria said tax revenues for the year through November 2021 were up: Occupancy tax

up 17%, Sales Tax up 20% and BBB Tax up 59%.

Rick said the lagoon progress had been slow due to weather. Plans for the water facility are progressing with an engineer on board. There are new developments on Missouri River water rights. Street projects will continue in the spring.

Gloria said the City will need to adopt a TIF for the new senior living facility. She expect to see the developer later this week and ground breaking is scheduled for August 2022.

– **Fort Pierre Development Corporation** – Sunny Hannum

Sunny reported that FPDC had just sent out a second mailing for memberships and is at about 90% completed on returns. The annual meeting had given them 4 new board members: Michel Williams, Tanner Kost, Jody Carter-Clarambeau and Kris Edwards. Shane’s Pharmacy was named “Business of the Year.”

She said that Dave, Chris, Mayor Hanson, Kelly Tibbs and herself are working on the Energize! Conference with SDSU and have met twice and will be meeting again Friday. A host hotel has been selected and entertainment for the evening of the first day has been selected. A Western style meal will be served at the CT Rodeo Center and a tour of the town given. They are seeking sponsors for the \$3,000 base required and have made contacts for the same.

Downtown Development Group will be meeting Thursday morning at 8 a.m. February 3rd and she has been working on the events list for the year which she will share with Maxwell Strategies.

– **Fort Pierre Chamber** – Shane Kramme

They just held their annual meeting and re-elected their current Board of Trustees. He is working on their schedule of events. The Trail Ride Fundraiser for organ transplant will be a new one. He and Callie just had their first Trader Days meeting. The BBQ Calcutta will be moved to Friday night.

On the subject of the use of the Expo Center for a Junior Hockey League, he has some concerns on the effects to the building if structural changes are made. He said there are certain elements he would like to remain and would like to have Rick meet with him on engineering concerns.

The VBA has approved the Fort Pierre Horse Races.

– **Stanley County Fairgrounds** – Scott Deal

Scott handed out a list of events and said he had 30 events scheduled within 60 days from February to October. The Indian Relays are currently scheduled for September 17-18. However, if they decide to hold their national championship here, the races will be a week later.

As a side note, he said the fairgrounds and Expo bring 18 to 20,000 people here ever year which at \$75 spent per person represents \$1.5 million in revenue to Fort Pierre

area. He has a gate project involving metal silhouettes that he is seeking assistance for and asked if Tourism would be interested. Casey told him to put together a cost estimate and request.

– **Marketing Update – Emily Steber**

Lorrin reported that a press release will be published and a social media post are scheduled for 10 a.m. announcing the 2022 Marketing Grants. There have been some minor changes this year. The grant will assist with marketing efforts for new projects, new events, or expansion of existing marketing.

Emily introduced, Micah Palmer, Maxwell Strategies web designer for the new web site. Micah reviewed the social media successes stating there were 22 new followers on Instagram in January. She said they had been involved in creative exploration and collaboration with South Dakota Tourism. Their post, “National Plan Your Vacation Day” had received a lot of response.

Launch date for the new web site is February 28th. Events can be entered by event organizers and the web site is designed to promote local businesses. Drone shots and photos are all provided by Maxwell Strategies with the new branding of “Visit Fort Pierre.”

The Home Page will provide links to events and activities. Memberships are being solicited at the \$150 base level, \$450 level, and \$1,000 elite level. An added benefit for members at the \$1,000 level will be special ads. Section titles included: Art & History, Hunting & Fishing, Archery & Fire Arm Ranges, Hotels and Motels Campgrounds & RV Parks, and Bars & Nightlife.

New Business:

– **Energize! Conference Funding Request – Chris**

Chris said Fort Pierre was selected by the SDSU Extension as the site for this year’s conference which should bring in 150-200 people for a day and a half. Other cities hosting the conference have been Lemmon, DeSmet and Milbank. He is requesting \$1,500 from Tourism towards the \$3,000 in sponsorship requested for the host city to provide.

A motion was made by Callie and seconded by Nicole to provide the \$1,500 request based on “heads in beds.” Motion carried by voice vote.

– **Fish Cleaning Station Funding Request:**

A proposal has been submitted requesting \$12,500 towards the project. Casey said that Fort Pierre Tourism has not had a policy of investing in structures and is not in a position to be a risk taker. He suggested that \$2,500 be awarded towards fund raising efforts and an additional \$10,000 pledged upon completion of the project.

Callie said Future Fort Pierre would be the 501.c(3) conduit for donations using

their Square account and issuing receipts for larger donations and a letter of intent. Nicole reported that \$110,000 has been raised which is basically half of what's needed for completion. Only \$2,500 has been received up front. The rest is pledged as in kind for services rendered. Nicole expects to raise money during the winter fishing weekend and from a raffle Fort Pierre Motel is conducting.

A motion was made by Scott and seconded by Emily to approve \$2,500 for fund raising support of the Fish Station and \$10,000 upon project completion. Motion carried by voice vote.

- **Other:**
 - FPTPC Executive Board – 7:45 a.m., Wednesday, February 23, 2022 (Zoom)
 - FPTPC Board Meeting – 7:45 a.m., Weds, March 2, 2022 – CT Rodeo Center
–Tour Verendrye Museum 8:45 a.m.

- **Adjourn:** Meeting adjourned by President Casey Cowan