

FPTPC Board Meeting Minutes

Stanley County Commission Room and via Zoom

7:45 AM, September 6, 2023

Board Members present were Emily Steber, Callie Iversen, Scott Deal, Dylan Geuther and Lindy Geraets.

Others present were Rick Hahn, Shane Kramme, Lyssa Bruzelius, Sunny Hannum, Laurie Gill, Mary Duvall, Chris Maxwell, Kristen Campbell, and Nick Marso.

Once quorum was reached, meeting was called to order by Steber at 7:49am.

Motion to approve minutes from August 2, 2023 made by Deal. Second by Geraets. Motion carried.

Financials

Geraets reported on August financials that were recently received. The August financials will be presented for acceptance at the next board meeting.

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

Future Commitments | Gill reported that the marketing grants previously awarded totaled \$10,710. Payments happen after events occur. We will be sending out the forms to be completed so payments may be sent.

1. Tourism Invoices			
a. Maxwell Strategies			
a1. Executive Director (monthly - Aug)	\$3,825.54	tax chg 6.5 to 6.2%	
a2. Creative Services (monthly - Aug)	\$1,242.54	"	
b. Monthly – Anderson Nill & Associates (Bookkeeping services)	\$207.09	"	
c. JC Printing Inc. Rack Cards	\$154.43		
d. JC Printing Inc. Hometown Booklet 200	\$255.60		
e. Midwest Nomad Family meals,attractions,parking,car rental,content creator fee (\$150/day)	\$1,271.44		
f. Maxwell Strategies- Reimburse, Holiday Inn Express room rental - 3 nights for Nomad family	\$394.08		
g. Sara Lesire (Midwest Nomad Family) for airline transportation for 4 Paid 8/09/23	\$2,882.40		
h. Missouri River Tourism Membership renewal	\$175.00		
<i>Subtotal</i>	\$10,408.12		
2. Future Fort Pierre Invoices			
a. Monthly – Anderson Nill & Associates (Bookkeeping services)	\$207.09	tax chg	
b. Dakota Septic / Dakota Johns Trader Days Event 08/11-08/13	\$1,140.00		
c. JC Printing Inc. Community Appreciation Celebration posters 11x17	\$42.60		
d. JC Printing Inc. Trader Day Posters	\$26.55		
e. JC Printing Inc. Trader Day Schedule and General Flyers	\$31.86		
f. Fort Pierre Motel - room rental for 1 guest - 8/12/2023	\$56.00		
<i>Subtotal</i>	\$1,504.10		
**			
TOTAL	<u>\$11,912.22</u>		
3. Future Commitments			
a. Marketing grants			

Request for Approval | Geraets requested approval for Judy Weisgram to have view-only access for the First National Bank accounts.

Motion to approve the payables, future commitments, and allowing Judy Weisgram view-only access was made by Iversen. Second by Deal. Motion carried.

Reports

Executive Director Update | Gill asked Iversen her thoughts on how Trader Days went. She thought the event went well. Iversen will be following up on a couple of items. Next year she will look for more volunteers. Discussion was had concerning attendance, BBQ competition, and vendors as well as other items.

City of Fort Pierre Update | Hahn reported in Mayor Hanson's absence. The sculpture committee raised enough funds for the buffalo sculpture which will be erected at the intersection of Island Drive and the highway, near the bridge. They hope to have traffic on the new bridge next year. Tear down of the old bridge should take around a year, all in all, should be complete in 2025. With the EDA grant, the marina has been breached. Docks haven't been installed yet. The pedestrian bridge should be completed by next fall. The fish cleaning station work will begin in a couple of weeks, should be ready this fall. Working on other city projects.

Fort Pierre Development Corp (FPDC) Update | Hannum added to the comments about the sculpture committee. With the goal of \$500,000 they are looking at the next couple of statues with a long-range plan. We had a ribbon cutting August 10th for Fun Time Rentals. Tuesday Hannum did a FB Live event with Fun Time Rentals, as they are the business of the month. There have been improvements around the exterior of the log cabin. Plans to do a walking survey to check on improvements made this past year.

Fort Pierre Chamber | Kramme reported that Trader Days was successful. BBQ competition ran out of food. Kramme gave a shout-out to the chamber members and chamber volunteers who helped with setting up and tearing down multiple areas for Trader Days. Buckin' on the River will take place on the fairgrounds this weekend, first time in Fort Pierre. SD Property Management surplus auction will take place Sept. 13 at the Expo & fairgrounds. Highland Games will take place at Fischers Lily Park Sept. 23-24. Same time as the Sterling Ranch rodeo. Patty Binky (SP) out of Rapid City is the contact for the Highland Games. Busy preparing for 75th horse racing event on October 7-8.

Stanley County Fairgrounds | Deal reported 4-H finals went off very well. 700 kids came to town. There is a movement on to move finals to Huron. We need to work together as a city and county to come up with a solution for the parking challenges to keep it in Fort Pierre. Deal stressed how much this one event affects this town. The annual meeting is the third week of October where this possibility will be discussed and decided. More discussion was had regarding 4-H finals. Team Roping, which we hosted in July, will be back again with double the number of participants. There were 800 in July. Deal also reported that October 7th The Spur will be doing a grand opening due to unforeseen circumstances in May when the original was planned.

Missouri River Tourism (MRT) | Bruzelius reported that the media kit & digital print are available, along with the vacation guide. Membership renewals are due November 6. Nominations for the Governor's Tourism Awards are due November 21. Tourism webinar on September 19, the topic is best practices for pitching story ideas to the media. TAP grant is due September 22. Sponsor and exhibitor information for the Governor's Tourism will be due in October.

Marketing Update | Duvall reported that Midwest Nomad Family did great Instagram posts. Thank you to the Weisgram family for taking them out on a boat ride when the weather didn't cooperate for kayaking. In regard to the DMO grant, we have spent \$850 of the \$1350 and Duvall requests that the remaining \$500 be used to boost social media ads in relation to the Buffalo Roundup.

Geraets moved to use the \$500 on boosting ads. Second by Deal. Motion carried.

Full page ad was purchased in the 2024 Visitor Guide. Discussion was had on updating the 2024 ad or keeping the one from 2023. Board members also discussed banners at triangle park, if a schedule is needed. Kramme and Hannum will work to create a schedule for events that are already known.

New Business

Rooster Rush | Gill introduced Campbell as the point person working with Pierre CVB. Campbell reported that Fort Pierre businesses will be encouraged to participate in the storefront decorating contest the week of Oct. 16. We will also be asking restaurants and bars to consider creating a cock'tail specifically for hunting season that will be featured during the week of Rooster Rush. Ringneck Roundup will be hosted at the Missouri Avenue Event Center on October 20, 4pm-8pm. We are looking for restaurants/local celebrities to bring a soup/chili to serve 25-40 for a friendly competition that will benefit SD Sportsmen against Hunger. Pierre CVB has asked if we are interested in using the \$500 tourism grant money to help purchase the annual shot glasses that hunters really look forward to.

Oahe Hockey Association | Nick Marso with the Oahe Hockey Association appeared to request \$50,000 over two years to assist with updating ice facilities and maximizing existing facilities. Discussion was had regarding this ask. The discussion was tabled for now.

Missouri River Tourism | Bruzelius is asking for a \$500 match to the \$500 given by Pierre to help pay for Danna Larson to speak at the Missouri River Tourism Member Celebration on October 3.

Geraets moved for a support of \$500. Second by Geuther. Motion passed.

FPT Strategic Planning | Gill spoke with Mayor Hanson about doing strategic planning regarding what we are doing, what our goals are, and where we are going. Plans are to do this during the fall. More to come.

Old Business

National Clean Up Day – September 16, 2023 | Gill reminded everyone about the marketing plan in regards to National Clean Up Day. It was decided to do a social media campaign to bring awareness to this day and plan on doing an event in April around Earth Day.



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Fish Cleaning Station Update | Hahn reported that they will begin work in the next week or two and hope to have it finished by this fall.

Other Discussion

FPTPC Executive Board Meeting | 7:45 AM, Wednesday, September 27, 2023 | Zoom
FPTPC Board Meeting | 7:45 AM, Wednesday, October 4, 2023 | Stanley County
Commission Room and Zoom

Adjourned at 9:32 a.m.