

**Fort Pierre Tourism Board Meeting**

Wednesday, September 7, 2022

7:45am-9:00am

City of Fort Pierre Commission Room

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

Others present were Mayor Hanson, Rick Hahn, Sunny Hannum, Shane Kramme, Lance Bertram, Lindy Geraets, Desiree Bonhorst, Neha Patel, and Nicole Schwinler (zoom).

Meeting was called to order by Cowan at 7:55am.

*Motion to approve August 3, 2022 minutes made by Weisgram. Second by Deal. Motion carried.*

**Financials**

Iversen reported that July's financials are right on track. \$11K occupancy, next month comparable to previous years. Occupancy tax is down 6% for the year to date. Currently \$84,294 in FPT; \$44,100 in FFP; Chamber paid \$2,250 for one of the Trader Days bands. Iversen believes Trader Days could have a profit this year. Final invoices are still coming in.

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

**Payments:**

**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, Misc   JC Printing (TOH booklet)	\$ 532.50
4. FPT   Marketing & Promo, Misc   M&R Signs (TOH flyers)	\$ 120.45
5. FPT   Marketing & Promo, Misc   M&R Signs (TOH flyer) <small>SPLIT \$515.35 total</small>	\$ <u>4.15</u>
Subtotal	\$4,739.60

**Future Fort Pierre Invoices**

1. Monthly - Anderson Nill & Associates (bookkeeping svcs)	\$ 186.38
2. FFP   Trader Days   Fort Pierre Motel (6 rooms for bands)	\$ 504.00
3. FFP   Trader Days   Callie Iversen (reimburse for Outlaw Jim band)	\$ 2,500.00

4. FFP   Trader Days   Callie Iversen (reimburse for sound guy)	\$ 1,500.00
5. FFP   Trader Days   Capital Area Refuse (trash)	\$ 551.13
6. FFP   Trader Days   Dakota Johns (porta potties)	\$ 900.00
7. FFP   Trader Days   M&R Signs (2 banners)	\$ 511.20
	<i>SPLIT \$515.35 total</i>
8. FFP   Trader Days   Fun Time Rentals (bouncy houses & activities)	\$ 1,518.75
9. FFP   First Thurs Event Series   RTC Pedal Pulls (final invoice)	\$ 250.00
10. FFP   Secretary of State   SD Secretary of State (bylaws update filing)	<u>\$ 15.00</u>
Subtotal	\$ 8,436.46
Grand Total	\$ 13,176.06

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

Geraets asked for pre-approval to pay two invoices.  
 Earth to Sarah final invoice, \$1,000  
 Secretary of State (SOS) Annual Filing, \$10

*Motion to approve Earth to Sarah and SOS Annual Filing made by Weisgram. Second by Guether. Motion carried.*

## Reports

**City of Fort Pierre** – Mayor Hanson reported. Dan O’s Marine construction starting this fall, Holiday Inn \$2 million renovation starting, and two new hotels being built: Avid (approximately 40 rooms) and Candlewood. The groundbreaking for Yellowstone senior living was on August 18, 2022. Yellowstone will include 19 units for independent living, 31 units for assisted living, and 13 units for memory care. The City Council also introduced a budget for a new position, Director of Parks and Recreation, for oversight of properties. Fischers Lily Park- we will be updating Lewis and Clark information and representing tribes with tribal flags.

**Fort Pierre Development** – Hannum reported Yellowstone groundbreaking went well and was covered in Fort Pierre News. The Housing Committee met and discussed a new housing study and housing issues. Overall, there was good representation at the meeting. A Christmas event for the lighting of the tree will be Friday Nov 25, 2022. This will include wagon rides (3 committed as of now), a chili cookoff, caroling, the lighting of Christmas tree, Santa appearance, and the Dakota cruiser. The housing study is complete, but we are waiting to hear on final review. The 65+ age group is the fastest growing population. Development group is continuing to dive into some housing availability and issues.

**Fort Pierre Chamber** – Kramme reported that Trader Days went smoothly and fairly successful. Will be having meeting to discuss any improvements to be made for the future. 4-H had a dance, meal, and expo. SD Surplus Auction is September 13<sup>th</sup>, and Sioux Nation is hosting an Appreciation Day on September 17<sup>th</sup> with the Dirty Boot Band performing. The racetrack is getting prepared. VBA- SD Commission on Gaming is getting everything in place for horse races, the first weekend in October. Also, OAHE Hockey is going to be setting up in the Expo a little earlier this year.

**Stanley County Fairgrounds** – Deal reported approximately 460 contestants attended the South Dakota 4H Finals. The National Guard helped. The Sterling Ranch Rodeo is on September 17, Indian Relay on September 23-25, and horse races are on October 1-2. A new playground is up. Fencing will be going in and will be locked during events.

**Missouri River Tourism** - Lyssa Bruzelius absent. No update given.

### Marketing Update

**Tour Your Hometown** – Lindy reported that booklets have been printed and disbursed. QR codes are being scanned.

**Earth to Sarah | Social Media Influencer | Wrap up** - Patel gave an update that Sarah was able to get a bunch of content to showcase. Geraets spoke about our Instagram reach increasing 773%, 274 likes on an Earth to Sarah collaborative post, 53 comments on the same post, and increased 36 followers in the last month.

**National Clean Up Day | September 17, 2022** – Geraets suggested members of the Board to participate on September 15. The Board agreed to participate at 8am on September 15 to clean up along Verendrye Drive.

**Rooster Rush**- Patel reported on a “welcome hunters” event in which we are partnering with the Pierre Chamber. The *Rooster Rush* will be from 3pm-10pm on Friday, October 14 at Dakota Spirits Distillery. This event will include hors d’oeuvres and beverages as well as free distillery tours and tastings.

### New Business

**Bridge Plaza | Additional funding request from City of Fort Pierre** – Mayor Hanson reported about the bridge enhancements that will be made. Working with ISG on how to enhance the waterfront. EDA grant (does not include construction of new buildings)

to extend the area with a bigger walkway underneath bridge. We are working with the Discovery Center on an outdoor classroom with potential moving of the Discovery Center. There will be a Visitor Plaza and a pedestrian bridge put in when the riverwalk marina is complete. There are potential plans to build a dock for The Sunset paddleboat. The total cost for the Bridge Plaza is \$2.3 million, including \$1.87 million from the EDA grant. The Council approved engineering of the plaza on September 6, 2022 of \$313K with construction management. Hahn reported there would be more parking for Tatanka Trail and the entire area is making improvements with the DOT funding a “bump out” on the plaza as well. The Bridge must be complete before moving forward with the enhancements and is expected to be completed by 2026. The City has 10 years from bridge completion to pay off the loan.

Cowan reported a request for an additional \$12,500/year, for 2023 and 2024, for total additional request of \$25,000. Geraets has drafted an updated MOU between the City of Fort Pierre and FPT&PC.

*Motion to approve request for additional funding by Weisgram. Second by Eulberg. Motion carried.*

#### **Fort Pierre Tourism annual \$10,000 grant to Future Fort Pierre**

*Motion to approve annual grant to FFP by Weisgram. Second by Kern. Motion carried.*

**Marketing Grant Support | Indian Relay Races** – Geraets reported about an application received for a \$10,000 funding request. Pierre Chamber awarded \$20,000 in marketing. Total budget for event estimated at \$168K. The maximum grant FPT&TC provides is \$2,500. The Indian Relay National Championship will be in Fort Pierre. The Fort Pierre Chamber is willing to offer \$300-500 to support this event.

*Motion to recommend \$1K for support by Deal. Second by Eulberg. Motion carries.*

**Meeting location | October, December** – Geraets reported that FPT will meet at the City of Fort Pierre Commission in October and December, but are planning on meeting at Casey Tibbs in November.

A congratulations from the Board went out to Kaylyn Eulberg and Austin on their wedding last weekend.

#### **Old Business**

**Trader Days Update** – Iverson reported attendance grew each day. There is a meeting scheduled to discuss improvements for next year. Overall success with 44 participants in Turkey Races, successful helicopter rides.

**Fish Cleaning Station Update** – Iverson reported they are planning to break ground this fall to put the structure up Spring 2023. “Buy a Brick” campaign to help with funding.

### Other Discussion

- a. Stirling Family Rodeo | September 17, 2022
- b. Horse Nation Indian Relays | September 23-25, 2022
- c. Northern Plains Bronc & Bareback Finals | September 24, 2022
- d. FPTPC Executive Board Meeting | 7:45 AM, Wednesday, September 28 | Zoom
- e. Fort Pierre Horse Races | October 1-2, 2022
- f. FPTPC Board Meeting | 7:45 AM, Wednesday, October 5, 2022 | Casey Tibbs

Adjourn at 9:12am.