

Fort Pierre Tourism Board Meeting

Wednesday, December 7, 2022

7:45am-9:00am

City of Fort Pierre Commission Room and via Zoom

Board Members present were Casey Cowan, Emily Steber, Mike Weisgram, Scott Deal, and Dylan Geuther.

Others present were Lindy Geraets, Desiree Bonhorst, Mayor Gloria Hanson, Sunny Hannum, Rick Hahn, and Chris Maxwell.

Once quorum was established, the meeting was called to order by Cowan at 7:52am.

Motion to approve November 2, 2022 meeting minutes made by Deal. Second by Steber. Motion carried.

Financials

October 2022 | Geraets reported on the October financial reports. She stated that Future Fort Pierre is in good standing and has not experienced any large unexpected expenses. There is a need to move \$500 SD Tourism Grant for Rooster Rush from Future Fort Pierre to Fort Pierre Tourism.

Motion to approve the transfer of \$500 made by Weisgram. Second by Geuther. Motion carried.

Recurring Payments by ACH and Invoices | Geraets reported on the recurring payments and on the Tourism invoices as well as the Future Fort Pierre invoices.

1. Tourism Invoices

a. Maxwell Strategies

a1. Executive Director (monthly - Oct) (\$497.18 credit for movie refund)	\$2,378.32
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a2. Creative Services (monthly - Oct)	\$1,020.62
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b. Monthly – Anderson Nill & Associates (Bookkeeping services)	\$186.38
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c. FPT Adv & Promo, Rooster Rush M&R Signs (signage)	\$59.91
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d. FPT Adv & Promo, Informational Tour Drifters (award luncheon for QR code scans of flyer)	\$463.68
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<i>Subtotal</i>	\$4,108.91
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2. Future Fort Pierre Invoices

a. Monthly – Anderson Nill & Associates (Bookkeeping services)	\$186.38
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<i>Subtotal</i>	\$186.38
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TOTAL	<u>\$4,295.29</u>
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Motion to adopt financials and invoices made by Steber. Second by Deal. Motion carried.

Money Market at FNB | Cowan and Geraets introduced the possibility of creating a money market account at First National Bank. The interest rate would be around 2.25%, minimum balance no lower than \$1,500, up to 6 transactions per month. A discussion was had about needing clarification on how much interest can be made before having to tax implications. Geraets to reach out to Anderson Nill and will be followed up on next month.

Historic Sculpture Update | Geraets reported on creating a document with Anderson Nill that shows the historical financial contributions for the sculpture. This is a follow up from a question at the November meeting. There is a separate line item and chart of account now to track the balance. The current balance is \$2,650.00

Reports

City of Fort Pierre Update | Mayor Hanson reported Triangle Park looking very festive and thanked Callie Iversen and Shane Kramme for decorating for the holidays. Hanson also reported on a new lagoon that has been put in. The Tatonka Trail is starting to be worked on with the first project being the Pedestrian Bridge. The first priority of business for Fort Pierre is Strategic Planning and a meeting occurred with good discussion and ideas— additional storage is needed and the State fairgrounds have been a good use for Winter. The second priority is to look at the organizational structure within the City of Fort Pierre. Hahn reported receiving FRS loans for the new storage tank, working on the Pedestrian Bridge Project with hopes to start construction in Spring 2023. Several businesses are looking to rebuild. Mayor Hanson reported Karen Kern will be moving so there will be an opening on the BID Board.

Fort Pierre Development Corp Update | Sunny Hannum reported Dano's Marine ribbon cutting will be happening December 15th. Yellowstone is continuing to be developed. The Historic Preservation Committee will meet next Tuesday, December 13, 2022. Hannum reported having a zoom call last week along with Dan Wiley on the advisory committee for the Lewis and Clark National Historic Trails Association. Hannum reported the National Park Service is stepping out of the Lewis and Clark National Historic Trails Association with hopes that the State Tourism Association will take the lead. Their Annual Meeting is scheduled for 01/31/23. Christmas tree lighting event went well and included 5 wagons to take rides on. The chili/soup feed raised \$506. Hannum also reported posting on Facebook, 24 posts in 28 days, with roughly 3,000 interactions. December 16th Deadline for Christmas light competition.

Fort Pierre Chamber | Shane Kramme not present. No report given.

Stanley County Fairgrounds | Scott Deal reported several projects being worked on right now, including converting a donated building into a concession stand office and bathroom. Deal reported sponsorship campaign letters for the Fourth of July rodeo have been sent out. Schedule of projects is still in draft form with hopes to be completed within another month.

Missouri River Tourism | Lyssa Bruzelius not present. No report given.

Marketing Update and Executive Director Update | Geraets reported on updating Basecamp with a Tatonka Trail 1-pager for the Board to utilize if they are asked questions. The Inaugural Ball offered FPT a free space in their booklet. 2022 Accomplishments Document created by Geraets which can be viewed on Basecamp. Geraets shared some highlights of 2022. Unexpected income was brought in with the new website going up and receiving 3 paid memberships, along with other memberships. Drifters, Casey Tibbs, and AmericInn blogs have been posted or are in production. The Familiarization Tour that was done in May 2022 resulted in the Tour Our Hometown booklet creation. Geraets reported an additional \$25K funding for the Bridge Plaza. FPT had their first Social Media Influencer Campaign, along with the new Rooster Rush events with partnerships. Other accomplishments are listed as well. Accomplishment document will be reported to the Fort Pierre City Council with the budget on December 19, 2022.

New Business

Letter of Support Request from Westshore MTB | Geraets reported receiving a letter with a proposed project to create 7 miles of new natural surface bike and multi-use trails. Westshore MTB looking for a letter of support from FPT as well as the Chamber of Fort Pierre.

Motion to create a letter of support made by Weisgram. Second by Deal. Motion carried.

2023 Draft Budget | Geraets reported not many changes in the draft budget which was discussed in depth last month. Geraets is expecting a rollover amount of approximately \$80-90K in FPT and \$13K in FFP. Geraets reported Fort Pierre Tourism is in a good space. Cowan reiterated that it depends on when the occupancy tax comes in.

Motion to approve the 2023 budget made by Steber. Second by Weisgram. Motion carried.

2023 Draft Admin & Marketing Plan | Geraets reported having results from three paying members will hopefully bring in more memberships in 2023. Researched Beautification Grants, more pushing on social media- increasing the number of posts,

pulling in more short videos, boosting posts, and more blog posts. The Tour Our Hometown booklet has been receiving nice feedback. Geraets also reported that the second Influencer Campaign will be during Trader Days- the Midwest Nomad Family – 2nd week in August. Geraets also looked into billboards, but is too costly at this time.

Motion to approve the 2023 Admin and Marketing Plan made by Deal. Second by Weisgram. Motion carried.

2023 MaxStrat Admin and MaxStrat Marketing Contracts | Geraets reported on the contract renewal. Maxwell reported on being in contact with Cowan and the Executive Committee for the last month about the changes within MaxStrat. Geraets and Thompson will be leaving MaxStrat. Yvonne Taylor and Laurie Gill will be joining MaxStrat as new leadership. David Maxwell will also be helping, but is based in Sioux Falls. Chris Maxwell will be leading the team through the transition until Taylor and Gill officially start on February 1, 2023. Tara Berg will still continue to be the artistic/creative director but contracted instead of an employee of MaxStrat. Cowan reported the MaxStrat team approach has been great for communication. Geraets reported having a great relationship with Fort Pierre Tourism and will miss this group. Mayor Hanson reported it has been a great relationship, with many accomplishments, and Geraets will be missed.

Motion to approve the renewal of the MaxStrat contracts made by Steber. Second by Geuther. Weisgram abstained, but motion still carried.

Old Business

Fish Cleaning Station Update | Geraets reported in Iversen's absence that the account is at an estimated \$30,000 and many "Buy A Brick" forms have been received and are still coming in. An estimated \$40,000 still needs to be raised. There was discussion on who is responsible for the completion of the Fish Cleaning Station.

Other Discussion

Tourism Conference | Hannum reported she will be going to this January 21-23, 2023.

FPTPC Executive Board Meeting | 7:45 AM, Wednesday, Dec. 28, 2022 | Zoom
FPTPC Board Meeting | 7:45 AM, Wednesday, Jan. 4, 2023 | Stanley County Commission Room

Adjourn at 8:54am.