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**Fort Pierre Tourism Board Meeting
March 2, 2022
7:45am-9:45am
Casey Tibbs Rodeo Center**

Board members present were Casey Cowan, Callie Iversen, Nicole Schwinler, Emily Steber, Scott Deal, and Kalyn Eulburg.

Others present were Chris Maxwell, Lorrin Naasz, Lindy Geraets, Arielle McRoberts, Rick Hahn, Sunny Hannum, Gloria Hanson, and Lyssa Bruzelius.

Not present was Mike Weisgram.

Approval of minutes from February 2, 2022 made by Iversen. Second by Schwinler. Motion carried.

Meeting called to order at 7:51am

Financials – Iversen reported the cash balance is \$89,000. Future Fort Pierre had an excellent fish cleaning station fundraiser so far at \$9,900 for 2022. There is \$200 in mural donations that was a reimbursement from Fort Pierre Chamber. Motion to accept by Schwinler. Second by Deal. Motion carried.

Invoices – The \$2,500 that was marked for Fish Cleaning will cover 2 of the invoices and leave funds available. The Funds Raised Banner was added last night at 5:00 so it was not on the agenda that was sent out. Motion to approve invoices made by Iversen, second by Schwinler. Motion carried.

Anderson-Nill – The executive team discussed giving View Only Access to accounts. Motion to assign Anderson-Nill to have view only access to Future Fort Pierre and Fort Pierre Tourism accounts made by Iversen. Second by Steber. Motion carried.

Reports

City of Fort Pierre Update | Mayor Hanson – Hanson reported continued work on the Energize Conference. They are finalizing breakout session details. They are hoping for about 200 people. They discussed breakout sessions that Hanson would like to showcase and one was the value of a BID board.



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There will be an election on April 12th – one for Mayor and one for Council. There will be a forum on March 19th at 10:00am at the Senior Center so the public can hear from the candidates.

They had a session prior to the last meeting to talk about TIFs. The process of putting this together is not simple. There are still a lot of misunderstandings about TIFs. Work will continue on that.

The process for the Senior Housing Development is coming along. The MOU with the city is in place. The zoning is in place. The next thing to happen is it will need to be districted by the zoning. There will be about 90 – 100 units available.

A change in the city ordinance is probably needed. Since the BID board was created, it has been an annual appointment. Hanson noted that they will work on getting the terms figured out. The first appointment will likely be staggered, so not everyone falls off the board at the same time.

Hahn reported that the lagoon improvements are continuing.

The city is working on the water treatment plant location as well. Once it is on the state water plan, the city can start working on funding.

The city has come along way with streets in the last 5-6 years. Some of the older streets are getting redone/resurfaced.

The new hotel is still coming to town. Mr. Patel is going to spend about 1.5 million to renovate the Holiday Inn. He is also building two more hotels in the open lot behind the hotel. He has committed \$10 million to hotel projects. The renovation will start this summer. There is not a building permit yet so there is no schedule.

The marina is being worked on and there is not a lot of information about that yet.

Fort Pierre Development Corp Update | Sunny/Dave – Hannum reported that Dave's last week at legislature is next week.

They elected a new slate of board members and officers.

They have been looking into an electronic billboard to list all of the events that are going on. You can't advertise a business but Hahn will be looking into potential options. As long as it is kept informational, it has a better chance.

GOED is going to have about 25 people touring Fort Pierre within the next couple of weeks.



Stanley County Fairgrounds | Scott Deal – Deal reported that they are trying to get everything ready. They are in the process of building 120 new stall fronts.

Deal announced 7 more days of events at the Fairgrounds this year.

He still has not heard from the Shrine Circus but he is hoping to hear back.

Deal is running for City Council and he and his wife are in the process of buying the Silver Spur.

Marketing Update | Emily Steber – Naasz reported that the website went live on Monday. MaxStrat is planning to send a postcard to area businesses and post on social about the memberships. They are also pushing to get more events on the website. Long term, the goal is to have businesses submit those on their own.

FPT has received four Marketing Grants so far. Those are due on March 15th. Naasz will have those prepared for the April meeting so funds may be allocated.

MaxStrat is working on the hometown tour. They will tour spots around town via bus. Targeting the first week of May.

New Business

Secretarial Services Transition – Cowan reported that Hannum has been doing this for the last 7 years. Hannum reported that she will continue to publish approved FPT minutes and agenda. These duties would be outside of what MaxStrat is currently doing. Motion to amend the contract to MaxStrat for \$200 per month, beginning in March for Secretarial Services made by Steber. Second by Eulburg. Motion carried.

Missouri River Tourism – Bruzelius reported she is in the process of figuring out what they want for a website. She is really just digging in right now and getting comfortable with the new job.

Old Business

Fish Cleaning Station – Schwinler reported, as of right now, they are at \$130,000, and this includes Game and Parks funding. It is about \$240,000 needed total and they included about 10% just in case something comes up. They will look into a couple of grants that were mentioned in the meeting. The banners have been printed and Schwinler is going to see if the Cowboy Country store will put one in their entry way.



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Cowan stated that there was an ask to do a Facebook post through FPT for the Fundraising. MaxStrat does 3-4 posts per month. When we talked about what FPT's role in this, FPT contributed \$2,500 to marketing. Cowan wants to make sure we aren't blurring the lines. If we are going to dedicate some of our social media marketing for the fish cleaning station, we should carve that out of the \$2,500 that has been allocated for marketing.

The board decided that it makes sense to start a Fish Cleaning Station Facebook Page and then FPT could share everything from that page. MaxStrat is going to create an initial graphic for FPT to post announcing the halfway point. This graphic will be done pro bono.

Hahn reported that he is working on all of the permits.

Eulburg asked if we could do a rotation of who decorates Triangle Park. Is it possible that businesses can put in a request to decorate it for certain events? There was discussion about removing the posts at triangle park and Deal volunteered to weld a banner holder that would work for banners to be hung and rotate out throughout the year.

The next executive meeting is March 30th, with the board meeting on April 6th. The meeting was adjourned at 8:45 am.