

### FPTPC Board Meeting Minutes

Stanley County Commission Room and via Zoom

7:45 AM, March 6, 2024

**Board Members present** were Emily Steber, Casey Cowan, Scott Deal, Lindy Geraets, Kalyn Bergeson, and Dylan Geuther.

**Others present** were Mayor Gloria Hanson, Sunny Hannum, Shane Kramme, Lyssa Bruzelius, Laurie Gill, Chris Maxwell, Judy Weisgram, and Kristen Campbell.

Once quorum was reached, meeting was called to order by Steber at 7:47 a.m.

*Motion to approve amended minutes from February 7, 2024 made by Deal. Second by Geuther. Motion carried.*

#### Financials

Geraets reported on January financials. The FPT account has a balance of \$105,000. This amount includes the money market account which has a balance of just over \$71,100. Geraets is working through the occupancy tax reports. They will be cleared up for next month. Also, of note – the Missouri River Tourism and Vacation Guide expense for 2023 came through in January. The budgeted amount will likely be over budget if we also receive the bill for the 2024 ad this year, which we should.

FFP's balance through January is \$95,700. Of that, just over \$18,000 is FFP, \$24,500 is for the fish cleaning station, and \$53,000 is for sculptures.

*Motion to accept financial report made by Deal. Second by Geuther. Motion carried.*

**Invoices and Recurring Payments by ACH** | Invoices due and recurring payments were reviewed. The invoices presented for approval were from February and are listed below. The Triple 7 LLC invoices were moved under FFP, not FPT. These invoices are from Trader Days 2023.

#### Fort Pierre Tourism & Promotion Council Wednesday, March 06, 2024 - 7:45 a.m.

##### 1. Tourism Invoices

- |  |            |
|--|------------|
| a. Maxwell Strategies  |            |
| a1. Executive Director (monthly - Feb)                         | \$2,978.91 |
| a2. Creative Services (monthly Feb)                            | \$1,306.26 |
| b. Monthly – Anderson Nill & Associates (Bookkeeping services) | \$212.40   |
|  | <hr/>      |

*Subtotal* **\$4,497.57**

**2. Future Fort Pierre Invoices**

a. Monthly – Anderson Nill & Associates (Bookkeeping services)	\$212.40
b. Fish Cleaning Station - Builders First Source (Henry Eaveguard, staple, wire)	\$979.37
c. Triple 7 LLC - Invoice for 2023 Trader Days-Shirts, hoodies, tanks	\$1,094.13
d. Triple 7 LLC - Invoice for 2023 Trader Days Kazoo Band Vests	\$317.54

*Subtotal* **\$2,603.44**

*w/edit to move Triple 7 LLC invoice items to Future Fort Pierre*

**TOTAL** **\$7,101.01**

**3. Future Commitments**

**Fort Pierre Tourism**

\$1,000.00	Late Spring 2024	2023 grant delayed for Riverwalk Landing
\$10,000.00	Marketing grants 2024	
\$10,000.00	Future Fort Pierre transfer	08/2024
\$17,000.00	City of Fort Pierre Bridge Plaza payment	- (annually 08/2025 thru 2033)

**Future Fort Pierre**

\$5,610.00	Fort Pierre Tourism	Reimburse admin expense 08/2024	( 2 months)
\$2,460.00	Fort Pierre Tourism	Reimburse social expense 08/2024	( 2 months)

*Motion to approve the FPT/FFP payables w/suggested changes\* was made by Geraets. Second by Bergeson. Motion carried.*

*\*Changes reflected above.*

**New Business**

**Energize Conference** | The Energize Conference will be held in Hot Springs, May 22-23, 2024. The early bird break for registration ends April 1. If there are three or more registrations, there's a \$51 discount on the early bird break of \$95. Discussion ensued about covering the cost of two registrations for board members/MaxStrat staff to attend.

*Motion to approve covering the cost of two registrations was made by Bergeson. Second by Deal. Motion carried.*

**Old Business**

**Outside Funding Requests Policies and Procedures** | Prior to the board meeting copies were emailed to the board. Maxwell reported that the process was discussed last month during the board meeting. Last month's discussion dictated what

questions would be on the application. He shared the breakdown of yearly financial commitments and what would be available for funding requests.

*Motion to approve the outside funding request policies and procedures was made by Cowen. Second by Deal. Motion carried.*

**Marketing Grants** | Campbell shared that the marketing grants will now be event grants for new and reoccurring events. The applications will be due April 15. The total amount available for grants is \$10,000 for the initial grant process and \$2,000 for events that may come up later in the year. A marketing plan has been created and is ready to be implemented. Discussion ensued concerning what to include in the application so that applicants will be aware from the beginning what is expected for their report. The board decided to pay the grant funds after receiving the signed agreement form. In the past, grant funds were made available after the event has occurred. If the entity does not submit an evaluation report, they will be ineligible for grants in the future. If the event does not occur, the entity must return the grant funds to FPTPC.

*Motion to approve the updated process and application for the event grants was made by Bergeson. Second by Deal. Motion carried.*

## Reports

**Marketing Update** | Campbell reported that the first of six blogs was posted in February. Collaboration meetings were held with the Pierre Chamber staff and again with Missouri River Tourism and Pierre – good things to come from these meetings. Information concerning Rally Rush week should be out soon from Travel South Dakota. QR codes on the rack card and post card had maybe one or two scans in the last six months or so. A half-page ad has been secured in SD Magazine for three issues. The quarterly marketing meeting will be held in April.

**City of Fort Pierre Update** | Mayor Hanson reported that work will begin on Yellowstone St. Repair will also begin on Fort Volunteer. She reported that revenue for the city was over what was budgeted for 2023. Occupancy tax for 2023 was \$700 over 2022. An Alzheimer's conference will potentially be held in Pierre, more information to come. Fort Pierre has begun advertising for summer help. A new brochure has been created to promote the Fort Pierre lifestyle. They will first be used at job fairs to

recruit teachers and other school staff. An activity map has been created, sponsored by Avera, and will be available after final approval to be used on websites.

**Fort Pierre Development Corp (FPDC) Update** | Hannum reported that the childcare survey is complete and available. FPDC has three people registered for the Energize Conference. The downtown meeting will take place tomorrow. FPDC will be doing another Facebook Live this month.

**Fort Pierre Chamber** | Kramme shared that he is waiting on a confirmation before releasing the schedule for the Expo Center. The current Fort Pierre Chamber membership is approximately 150 members. The Expo Center's first event of the year will be an auction on April 20<sup>th</sup>. The following weekend will be the SD 4H shooting and archery state competition with around 1800 competitors. The Trader Days Committee has begun organizing for the event this summer.

**Stanley County Fairgrounds** | Deal reported that he is getting things ready for the upcoming year, including some cosmetic things. Last week the fairgrounds added more handicapped seating. There will be no Indian Relay Races this year. 2026 will be the 100<sup>th</sup> anniversary of the 4<sup>th</sup> of July rodeo. Plans have begun for this event. It will be a week-long celebration.

**Missouri River Tourism (MRT)** | Bruzelius shared that they've been attending sports shows, distributing new material. Both the Omaha Show and Pheasant Fest were incredible. Updates are being made to our website. National Travel & Tourism Week is May 19-25. There will be a customer service training in Platte at the Rolling Hills Lodge. MRT will be doing their Lit Drop at that time. Discussion occurred about places to light up red during that week.

**Tatanka Trail** | No report

## Other Business

## Other Discussion

FPTPC Executive Board Meeting | 7:45 AM, Wednesday, March 27, 2024 | Zoom  
FPTPC Board Meeting | 7:45 AM, Wednesday, April 3, 2024 | Stanley County Commission Room and Zoom

**Adjourned at 9:10 a.m.**