

FPTPC Board Meeting Minutes

Stanley County Commission Room and via Zoom

7:45 AM, August 2, 2023

Board Members present were Casey Cowan, Callie Iversen, Emily Steber, Mike Weisgram, Scott Deal, Kalyn Eulberg and Lindy Geraets.

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

Once quorum was reached, meeting was called to order by Cowan at 7:47am.

Motion to approve minutes from June 28, 2023 made by Weisgram. Second by Deal. Motion carried.

Financials

June 2023| Geraets reported on Future Fort Pierre's financials and stated at the end of June the balance was about \$84k while Fort Pierre Tourism's balance was at about \$110.2K which accounts for \$70k in the money market and \$40.2k in account. We have earned \$92 so far in the money market. Occupancy tax through May is showing about \$500 ahead of 2022. Once the transfers in the invoices section are approved, which include the annual \$10k support from FPT to FFP, annual support of executive leadership and marketing from FFP to FPT, and the 2023 donation to the Bridge Plaza in the amount of \$29.5k (\$17k annual commitment and \$12.5k 2-year commitment), we will be in line with our approved 2023 budget.

Motion to accept the June 2023 Financial Report made by Eulberg. Second by Weisgram. Motion carried.

Invoices and Recurring Payments by ACH | Invoices due and recurring payments were reviewed.



1. Tourism Invoices		
a. Maxwell Strategies		
a1. Executive Director (monthly - Jul)		\$2,843.55
a2. Creative Services (monthly - Jul)		\$1,246.05
b. Monthly – Anderson Nill & Associates (Bookkeeping services)		\$207.68
c. Acuity, A Mutual Insurance Company (gen liability + inland marine)		\$915.00
d. City of Fort Pierre for Bridge Plaza Commitment \$17,000 + \$12,500		\$29,500.00
<i>Subtotal</i>		\$34,712.28
2. Future Fort Pierre Invoices		
a. Monthly – Anderson Nill & Associates (Bookkeeping services)		\$207.68
b. Fun Time Rentals (CAC event; only charged for 2, but had 3 inflatables)		\$538.50
b2. Fun Time Rentals (Trader Days)		\$1,546.02
c. Phil Baker Music for Kids (Trader Days Entertainment; contract with SDAC)		\$705.25
d. Redstone Insurance (Trader Days Event Insurance) Agent Bankwest Ins. *		\$1,783.44
e. Sidehackers (Community Appreciation Event)		\$1,000.00
* Policyholder Disclosure: Notice of Terrorism Insurance Coverage (\$500)		
<i>Subtotal</i>		\$5,780.89
TOTAL		<u>\$40,493.17</u>
3. TRANSFERS		
a. Transfer from Fort Pierre Tourism to Future Fort Pierre - Annual Grant to FFP		\$10,000.00
b. Transfer from Future Fort Pierre to Fort Pierre Tourism - Social Media Mgmt		\$2,172.60
c. Transfer from Future Fort Pierre to Fort Pierre Tourism - Executive Director		\$5,367.60
TOTAL		\$17,540.20

Motion to accept the payables made by Weisgram. Second by Geraets. Motion carried.

Future Commitments | Gill reported that we are adding this to the regular discussion so that we are aware of what is coming up and we are covering everything that we need to.

Reports

Executive Director Update | Gill reintroduced Kristen Campbell to those that haven't met her yet. She has been added to the MaxStrat team as the Board Liaison and Project Manager. Gill also reported on feedback from the Community Appreciation Celebration event. Discussion was had about what this will look like in the future. It was agreed to keep it to one event and a date will be chosen and planning can begin earlier than this year. Mayor Hanson mentioned next year Dave Dahl will be celebrating 50 years in business and that might be something to consider tying into the 2024 Community Appreciation Celebration.

City of Fort Pierre Update | Mayor Hanson reported that the occupancy tax is up 5%, sales tax is up 18%, and BBB is up 2%. Peaceful Pines has hired an administrator and is hoping to hire more staff. There is a construction delay but hope to open in October. There are 64 units, and this could possibly help with the housing situation in Fort Pierre. Wheels and Sticks has been bought by Derek & Julie Dietrich. They hope to have a soft open during Trader Days. They will have rentals: campers, boats, kayaks, water trampolines, and more. They will also have ax throwing, mini golf, go-karts, escape room, and a smash room.

City of Fort Pierre is now fully staffed.

Hahn then reported on the marina opening. The pedestrian bridge is in the review process with the government agencies. All the docks are in at the marina. There have been issues with the 9th Ave. sewer line. Hope to have that done soon. Yellowstone project will start up once the sewer line is in. The Missouri River bridge is behind schedule but plans to open next year. All four lanes will be open for the winter months.

Fort Pierre Development Corp (FPDC) Update | Hannum reported that there will be a downtown meeting in the morning. Should have an update on Country Cookin'. Bad River Furniture is closing so there will be a building open to rent. Fun Time Rentals is remodeling, has surveillance issues. Working on the SB41 application for a housing project. A Christmas Tree has been located in Fort Pierre.

Fort Pierre Chamber | Kramme reported that the Chamber was happy to work with FPT & MaxStrat on the Community Appreciation event. It was a great event, heard a lot of great things about it, people were very appreciative of it. Also working with FPT on Trader Days, the final schedule is out. Chamber has provided \$10,000 to the event this year and it seems to grow every year. Central SD 4-H rodeo this weekend. Chamber will help put on the dance and appreciation dinner. The Verendrye Benevolent Association to fund the 75th year of horseracing in Stanley County on Oct. 7 & 8.

Stanley County Fairgrounds | Deal reported that the 4th of July was a great success this year, attendance was up 25%, 40 rodeo sponsors and for the first time since Deal has been at the fairgrounds the rodeo was in the black. State 4-H horse show was a great success, and they hope to come back. State 4-H finals are coming up and we are expecting 750 kids. This is outgrowing the facilities and discussion ensued about finding solutions. New signs should be up by next spring.

Missouri River Tourism (MRT) | Bruzelius reported that the 2024 media kit is ready to drop. Digital ads are also an option for the front page of their site. Tourism has a new grant, specific for events, called TAPS and more information will be coming.

Marketing Update | Duvall reported that FPT has reserved a full-page ad in the 2024 MRT Visitor guide and Tara is working on the design. There's \$500 left on the DMO grant from Tourism and we are working on a target social media campaign tied in with the Buffalo Roundup. Duvall will be reaching out to Pierre Chamber of Commerce for Rooster Rush. Preparing for the media influencer family that will be here next week.

New Business

No new business

Old Business

National Clean Up Day – September 16, 2023 | Gill asked Mayor Hanson if the city has any thoughts. Mayor Hanson & Hahn brought up several suggestions for areas to target. Discussion was had about community involvement and past experiences. Bruzelius mentioned that Tourism has a Forever 605 campaign and could provide T-shirts. It was decided that a plan will be brought to the next board meeting for a decision.

Fish Cleaning Station Update | Hahn reported that the station has been staked and waiting for installation. Contractor has not provided a timeline. Sharpe Enterprise has taken the lead. Geraets reported that we are still waiting on a grant from the SD Community Foundation.

Trader Days Update | Iversen encouraged everyone to preorder their apparel through Facebook. DRG's survey for the week was concerning Trader Days. Iversen has flyers available at her office if anyone would like some. Sponsorships are going great.

Midwest Nomad Family Influencer Campaign August 9-13 | Duvall reported the family will arrive the evening of August 10th. Duvall has sent a schedule for Trader Days

as well as a list of family-friendly activities in the area. She is looking for another tandem kayak for the family to borrow for a few hours. Duvall is also sending a menu of items and activities for them to choose from that would appeal to their audience. Kramme reminded everyone that they have a turkey reserved for the family, named Influencer. Geraets suggested getting them Trader Days T-shirts, which everyone agreed was a good idea.

Other Discussion

FPTPC Executive Board Meeting | 7:45 AM, Wednesday, August 30, 2023 | Zoom
FPTPC Board Meeting | 7:45 AM, Wednesday, September 6, 2023 | Stanley County
Commission Room and Zoom

Adjourned at 8:48 a.m.