

Fort Pierre Tourism Board Meeting

Wednesday, October 5, 2022

7:45am-9:00am

City of Fort Pierre Commission Room and via Zoom

Board members present were Karen Kern, Casey Cowan, Callie Iversen (Zoom), and Emily Steber.

Others present were Neha Patel, Desiree Bonhorst, Mayor Gloria Hanson, Sunny Hannum, Shane Kramme, and Rick Hahn.

Once quorum was established, meeting was called to order by Cowan at 8:05am.

Motion to approve September 7, 2022 meeting minutes made by Iversen. Second by Kern. Motion carried.

Financials

Iversen reported that the BID Board budget is expected to bring in \$102-110K in revenue. Expenses were budgeted for \$98,800, actual expenses were closer to \$70,000-\$75,000 which will most likely cause a budget surplus between \$30,000-\$40,000. Marketing expenses were slightly lower than what was budgeted. Currently two checks still outstanding- for RTC Pedal Pulls and Dead End Friends band (They perform tomorrow, 10/06/22, at the final First Thursday for 2022).

The Future Fort Pierre (FFP) budget projected a \$30,000 income for the full year; Income is currently sitting at approximately \$50,000. Expenses were budgeted at \$30,000, and are currently sitting at \$18,000. FFP has several expenses currently sitting at approximately \$6,000 so a total of \$24,000 in expenses thus far. FFP is expecting the sale of apparel to bring in more income. August financials have not been received as of this meeting.

Motion to approve financials made by Steber. Second by Kern. Motion carried.

Tourism Invoices

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| 1. Maxwell Strategies | |
| a. Executive Director (monthly - Oct) | \$2,875.50 |
| b. Creative Services (monthly - Oct) | \$1,020.62 |
| 2. Monthly – Anderson Nill & Associates (Bookkeeping services) | \$186.38 |

3. FPT Memberships Missouri River Tourism (annual membership)	\$175.00
4. FPT Memberships Pierre Chamber (annual membership)	\$150.00
5. FPT Mark & Promo Earth to Sarah (final influencer invoice)	\$1,250.61
Subtotal	\$5,658.11

Payments

Future Fort Pierre Invoices

1. Monthly – Anderson Nill & Associates (Bookkeeping services)	\$186.38
2. FFP Trader Days Riverfront Broadcasting (radio ads)	\$519.00
3. FFP First Thurs Event Series Fun Time Rentals (bouncy houses & activities)	\$648.00
4. FFP First Thurs Event Series MaxStrat (Swank Motion Picture reimbursement for movie)	\$527.18
5. FFP First Thurs Event Series MaxStrat (supplies to hang banners)	\$8.40
Subtotal	\$1,888.96
Grand Total	<u>\$7,547.07</u>

Motion to approve additional \$250.61 to Earth to Sarah.

Motion to approve invoices made by Steber. Second by Iverson. Motion carried.

Reports

City of Fort Pierre – Mayor Hanson reported and estimated 6,000 in attendance for the Indian Relay Races. GOED and SD Tourism both financially participated. HS Finals Board for 2024 and 2025 given to Fort Pierre. Arielle on radio 10/06/22. Hanson reported she will be giving a tour tomorrow of the SD Tourism Visitor Center staff. Vacation rentals are not allowed in residential zoning in Fort Pierre. Hannum reported Fort Pierre area is short on housing by roughly 400. Hanson reported being invited to present at Naturalization Ceremony in Fort Pierre. Hanson also reported working on signage and tribal flags (9 in total) along with a mural. Hahn reported there are currently residential homes that are in commercial zoning. New hotels delayed until next year due to design stall.

Fort Pierre Development Corp Update – Sunny Hannum reported a Fort Pierre business requesting funds with October 14th deadline. PEDCO met with FPD and reviewed a housing study, completed by Community Research Partners, need 300-500 rentals. Many lots, housing committee meeting on the 11th again. Building of Yellowstone will help. Fort Pierre news will no longer be published by Don Boyd. Hannum will be sending

articles to the committee members. Events are on the website and Facebook. Shad Ludemann is completing a term for member who no longer works in Fort Pierre. FPD will be holding an election to fill the open board member position.

Fort Pierre Chamber – Kramme reported the Fort Pierre Chamber provided concessions on Sept 14th- \$500K in gross sales. SD Commission on Gaming provided horse racing licenses. Fort Pierre Chamber provided track maintenance for Indian Relay Races. Oahe Hockey is preparing the rink. Fort Pierre horseracing last weekend, just shy of \$73K in income. Revenue from horseracing stays in Fort Pierre. Over 80 sponsors this year for horseracing.

Stanley County Fairgrounds – Hannum reported update from Scott Deal; National Saddle Club of America would like to host their finals in Fort Pierre and would be next July. Following up with availability of Expo Center with Kramme.

Marketing Update

Rooster Rush - Neha Patel reported finalizing event details for the Rooster Rush event. Partnering with hotels, other sponsors, will be welcoming visitors at airport. Event is Friday, October 14th from 3-10PM.

New Business

Marketing Grant Support | Indian Relay Races update – Cowan reported they did not accept the grant offered by FPT. They received a \$50K grant elsewhere. Iversen stated the Buckin' on the River will not be in Pierre next year.

Old Business

Fish Cleaning Station Update – Iversen reported...brick income roughly \$4,000 already. Total revenue so far \$165K-\$170K, budget is roughly \$200K. Hahn reported the city crew will be checking water line and staking out area.

Other Discussion

- a. LAST First Thursday Event Series | 5:30 PM, October 6
- b. Ringneck Roundup Social | 3 PM-10 PM, Friday, October 14
- c. FPTPC Executive Board Meeting | 7:45 AM, Wednesday, October 26 | Zoom
- d. FPTPC Board Meeting | 7:45 AM, Wednesday, November 2 | Casey Tibbs Rodeo Center

Discussion on Triangle Park was decorated last year for Christmas. Hannum requested \$500 from FPT.

Motion for \$500 to be budgeted to decorating Triangle Park, with mostly reusable decorations, for Christmas made by Steber. Second by Kern.

Adjourn at 9:00am.