

**Fort Pierre Tourism Board Meeting**

Wednesday, November 2, 2022

7:45am-9:00am

Casey Tibbs Rodeo Center and via Zoom

Board Members present were Casey Cowan, Emily Steber, Karen Kern (via Zoom), Kalyn Eulberg, and Dylan Geuther.

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

Once quorum was established, the meeting was called to order by Cowan at 7:55am.

*Motion to approve October 5, 2022 meeting minutes made by Steber. Second by Eulberg. Motion carried.*

**Financials |** Geraets reported on the September financial reports. She stated that Future Fort Pierre is in good standing and has not experienced any large unexpected expenses. Hanson requested to know if the Sculpture Income Expense could be separated from the line item so it is easier to distinguish and forecast in the future. Fort Pierre Tourism is also in good financial standing and currently has an estimated \$100K balance.

*Motion to adopt financials made by Steber. Second by Eulberg. Motion carried.*

**Recurring payments by ACH this month 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) \$2,875.50

a2. Creative Services (monthly - Oct) \$1,020.62

b. Monthly – Anderson Nill & Associates (Bookkeeping services) \$186.38

c. FPT | Adv & Promo, Rooster Rush | M&R Signs (signage) \$153.36

d. FPT | Adv & Promo, Rooster Rush | The Soccer Athlete (bandanas) \$575.10

e. FPT | Adv & Promo, Misc | JC Printing (booklet for Tourism group) \$90.53

f. FPT | Office & Postage | Anderson Nill (reimburse for checks) \$127.21

g. FPT | Adv & Promo, MRT Guide | SDMRT (2023) \$5,080.00

*Subtotal* **\$10,108.70**

**2. Future Fort Pierre Invoices**

a. Monthly – Anderson Nill & Associates (Bookkeeping services)	\$186.38
b. FFP   510 SOS   MaxStrat (reimburse for SOS annual filing & update "agent")	\$20.00
c. FFP   535 Misc   Anderson Nill (reimburse for checks, S&H)	\$128.80
d. FFP   520.1 Trader Days   Callie Iversen (reimburse for clothing)	\$1,699.75
<i>Subtotal</i>	<u>\$2,034.93</u>

**TOTAL**      **\$12,143.63**

*Motion to approve invoices made by Eulberg. Second by Steber. Motion carried.*

**Reports**

**City of Fort Pierre Update** | Mayor Hanson reported having a meeting with the Sculpture Committee in which a composite was shared for the plans for the sculpture. She also reported that local filmmaker Luke Schuetzle will be filming a movie at several locations in Fort Pierre in the coming weeks. Mayor Hanson also stated that Leadership Pierre has a tour on Thursday. Mayor Hanson reported that 122 citizens will take the oath to become citizens in a U.S. citizenship ceremony held in Fort Pierre. Residents are from 45 counties in the state of South Dakota. Hahn then reported on a change in the Vacation Rental Ordinance in that occupancy tax will now be included. He also stated that Yellowstone has started construction and street improvements will be made as well. Hahn reported that the bridge project completion will take roughly a year longer than what was originally anticipated. The new hotel project will be started soon with a target completion date in late 2023 and residential construction has slowed down.

**Fort Pierre Development Corp Update** | Sunny Hannum reported on the hotel project that will consist of two hotels combined. There are Fort Pierre articles on the website as well as on Facebook and the press release for the Christmas event has gone out.

**Fort Pierre Chamber** | Shane Kramme reported local artists to be featured in Triangle Park and there was a post-Trader Days meeting to discuss next year’s event. Kramme also reported that the Oahe Hockey Association is now in their full practices. Fort Pierre will be hosting the SD Horseman Association’s Annual Meeting from December 2 to December 4.

**Stanley County Fairgrounds** | Scott Deal not present. No report given.

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

**Marketing Update** | Lindy Geraets reported on Social Media accounts. She stated that Facebook “likes” have increased and engagement is up. Instagram is also up 100 followers since the influencer in August with followers continuing to increase daily. The final First Thursday event was canceled due to weather. Patel reported on the Ringneck Roundup event in which there were approximately 130 people in attendance. Geraets reported on the successful airport welcomes for the hunters flying in for the Rooster Rush weekend.

**Verendrye Museum Update** | Deb Schiefelbein reported on improvements made to the museum and shared a handout that highlighted the museum.

## **New Business**

**2023 Draft Budget** | Cowan and Geraets reported on the 2023 proposal. Geraets reported on the line items in the proposed budget. The proposed budget had a slight increase in Social Media Management and Boosts to Social Media Posts. The estimated rollover from the bank account for 2023 is \$16,000 in FFP and \$100,000 in FPT. Expected tourism was discussed and Geuther reported seeing an increase in hotel reservations and are already making some into 2023. Geraets will update the end-of-year projections for the December meeting and ask for approval from the board.

**2023 Draft Admin & Marketing Plan** | Geraets reported that the projections made were based on researching other BID Boards. Geraets requested a change of the First Thursday’s events to Second Thursdays and to downsize from 5 events to 2 plus a combined event with Trader Days due to scheduling and cost efficiency. Geraets reported featuring Fort Pierre in the SD Magazine, the Tour Our Hometown Booklet is to replace printing maps, along with other changes based on research. Geraets will make minor adjustments and request board approval at the December meeting.

**Meeting space** | Geraets reported needing a space to hold meetings next year. It was decided that Geraets would inquire if the County Commission Room is available for 2023.

## Old Business

**Fish Cleaning Station Update** | Geraets reported the account is at an estimated \$30,000 and many “Buy A Brick” forms have been received. Hahn reported construction is still slated to start this fall.

**Other Discussion** | There is a FPTPC Executive Board Meeting at 7:45 AM on Wednesday, November 30 via Zoom.

Adjourn at 9:13am.