

**Minutes**  
**Fort Pierre Tourism and Promotion Council**  
**Wednesday, January 5, 2022**  
**Casey Tibbs Rodeo Center Conference Room**  
**7:45 am**

**Call to Order at 7:45:** Vice President Emily Steber

**Council members present:**

- Emily Steber
- Callie Iversen
- Mike Weisgram
- Kalyn Eulburg

**Council Members absent:**

- Nicole Schwinler (excused)
- Casey Cowan (excused)
- Scott Deal (unexcused)

**Others present:**

- Gloria Hanson
- Arielle McRoberts
- Sunny Hannum
- Lindy Gereats
- Lorrin Nasz
- Rick Hahn

**Minutes of December 1, 2021 Board Meeting:**

A motion was made by Mike Weisgram and seconded by Callie Iversen to approve the minutes. Motion carried by voice vote.

**Review of November 2021 Financials:**

Callie inquired about the \$4,175 “Grants Payable” under “Liabilities.” She questioned if it needed to be moved to a different category.

Lorrin responded that two organizations had not submitted their event reports: State 4H Finals Rodeo had a grant request for \$1,500 and Stirling Ranch Rodeo has a request for \$250 that have not been paid out. These amounts would be included in the “Grants Payable.”

A check for \$11,461.58 was received from the City in December for October Occupancy Tax. Callie inquired of Gloria what the amount would be for occupancy tax in January and Gloria responded that she thought it was around \$9,000.

Mike inquired if the end of the year balance last year was similar to this year’s balance.

Callie said that a check had been written from the Future Fort Pierre account in December for \$1,550 for the mural. This would leave the balance in that account at \$20,860. Donations for the mural,

sculpture and bridge are all collected in that account. She said Anderson Nill had not kept track of individual donors but she thinks she can get that information from the bank.

Callie has received checks from the Community Foundation (\$300 match for the Janet Ricketts and donation) and a \$200 check from the Fort Pierre Chamber towards the Triangle Park banner. Fort Pierre Development also pledged \$200 towards the banner so she stayed within the budget for that project.

A motion was made by Mike and seconded by Kalyn to accept the review of the financials. Motion carried by voice vote.

Emily requested approval of both the recurring invoices and additional Future Fort Pierre Invoices:

**1. Tourism Invoices**

a. Maxwell Strategies (Executive Director)	\$2,500.00
b. Monthly – Fort Pierre Development Corp (Secretarial services)	225.00
c. Monthly – Anderson Nill & Associates (Bookkeeping services)	186.38
d. Monthly – DesignStrat-Social Posts and website updates	<u>\$1,020.62</u>
Subtotal	\$3,932.00

**2. Future Fort Pierre Invoices**

a. Monthly-Anderson Nill & Associates (Bookkeeping services)	186.38
b. Triangle Park [ Christmas Trees	416.00
c. Triangle Park [ Christmas Banner [ M&R Signs	394.05
d. Factor360 [ Website Updates	<u>40.00</u>
Subtotal	\$1,036.43
TOTAL	<u>\$4,968.43</u>

A motion was made by Mike and seconded by Callie to pay all the invoices under 1. and 2. Motion carried by voice vote.

**Reports:**

– **City of Fort Pierre Update** – Mayor Hanson

Mayor Hanson thanked Callie and Shane Kramme for their work on beautifully decorating the park.

A Cedar Hill Cemetery Board has been formed and met a couple of times. Jody Heemstra and Steve Likness have been approved by Council as additional members on that Board.

Medical Marijuana continues to be a hot topic. Three individuals are interested and are in the process of finding locations. Conditional leases will be needed and they will have to have a building. There is a City and State process to work through.

Several meetings have been held to plan the 2022 Energize! Conference to be hosted by Fort Pierre May 11 and 12. Sponsorships are being sought to raise \$3,000. Following a meeting Tuesday with SDSU Extension representatives, a tour was done of downtown locations for breakout sessions. The central location will be the Duffy Community Center. Wednesday night will be a social event at the Casey Tibbs Center titled “Fun Fort Pierre Style.” Keynote speaker will be Andrew McRae, author and

conference speaker, from Missouri.

Rick said the City is meeting with DNR to get on the State water plan so they can seek funding for a new water source by July. The sewer project will continue in the spring with a goal of being done in the fall of 2022. The Missouri River Bridge and bridge plaza are several months behind. They will be getting an update from DOT.

– **Fort Pierre Development Corporation** – Sunny

Sunny said FPDC was preparing for their Annual Meeting to be held Tuesday, January 25<sup>th</sup> at Drifters Conference Center. There will be a 5:30 social hour with heavy hors d’oeuvres and a 6 p.m. presentation followed by election of board members and a monthly meeting.

Sunny and Dave are assisting with preparations for the 2022 Energize! Conference and the membership drive is underway with renewals at about 60% to date.

There will be a Downtown Development meeting tomorrow, Thursday, at 8 a.m. Breakfast pizza will be served and updates given. Downtown littering continues to be a discussion item.

Other January events are the SD Horseman’s Association Annual Meeting at the Chateau Conference Room Saturday, January 8. KC Hughes will be playing at 7 p.m. and there is a silent auction at 6. Shane has secured dates for the October race meet once again.

Callie added that Verendrye Museum is having their Annual Meeting Wednesday, January 19, from 5-7:30 p.m. at the Fort Pierre Moose Lodge. They would like the Tourism group to visit the museum in the near future to see the work in progress.

– **Fort Pierre Chamber** – Shane Kramme

NA

– **Stanley County Fairgrounds** – Scott Deal

NA

– **Marketing Update** – Emily Steber

Emily reported that the Marketing Committee met a month ago and decided to push back the web site launch to the end of February to provide time to solicit memberships for their “eat, stay & play” page. They are stream lining their hash tags and adding a new hash tag, “#visitfortpierre.”

Lorrin said benefits will be offered to member such as having professional photos done of their business.

Gloria mentioned that a Junior Hockey Association would like to base out of Fort Pierre but some things need to be worked through like building a new locker room so it probably won’t happen until 2023. The Expo Center would also have to change their by-laws to be able to make the facility available to out of town, out of county groups.

Maxwell Strategies is watching to see how the State monies will trickle down to tourism. They are also looking at how they can redesign the Bicentennial booklet and possibly sell advertising to tourism

entities. They will not have a booth at the State Tourism Conference this year.

Missouri River Tourism is going through a personnel changeover and have hired Lyssa Bruzelius to replace Karen Kern who retired December 31<sup>st</sup>.

**New Business:**

– **Marketing Grant Report Update** – Callie

A discussion followed on setting a deadline for the two entities mentioned under “Financials” that have not reported.

Deadline for grant applications for 2022 is March 15.

**Old Business:**

– **Fish Cleaning Station Update** - Callie

Callie said it was time to pursue fundraising but she asked who was responsible for the fund raising. Lindy responded that she didn’t believe Fort Pierre Tourism committed to do the fundraising.

Emily inquired who had been working on the project. Callie said Nicole, Chris, and herself; the City and Game & Fish have also been involved.

**Other Discussion:**

- HME is working on a downtown idea with Becci Scott.
- Dave Dahl has orders for 60 saddles.
- Shane Mattheis has a building permit for footings for his project between the Chateau and Chuckwagon.

**Upcoming Meetings:**

- Executive FPTPC Board – 7:45 a.m., Wednesday, January 26, 2022 Zoom
- FPTPC Board Meeting – 7:45 a.m., Wednesday, February 2, 2022 Casey Tibbs Rodeo Center

**Adjourn:** Meeting adjourned by Vice President Emily Steber