

Minutes
Fort Pierre Tourism & Promotion Council
Wednesday, February 5, 2019
City Council Conference Room
7:45 a.m.

Call to Order 7:45 a.m.: Vice President Casey Cowan

Council Members Present:

- Mike Weisgram
- Casey Cowan
- Emily Steber

Council Members Absent:

- Butch Johnston (unexcused)
- Justin Boyer (excused)
- Randy Seiler (excused)
- Shane Clarambeau (excused)

Others Present:

- Mayor Gloria Hanson
- Callie Iverson
- Sunny Hannum
- Chris Maxwell
- Rick Hahn
- Roxanne Heezen
- Gini Grannes
- Shawn Lyons

Approval of Minutes of January 2, 2019 Board Meeting:

Motion was deferred until next meeting when there is a quorum.

Review of December 31, 2018 Financials:

Mike reported that as of 2/5/19, the Tourism checking account contained \$32,902.48. The DWHF check for \$1,250 had not cleared on the December financials which would bring the bank balance to \$31,652.48. He anticipates a deposit for December of \$5,282.20. Currently, there is \$36,934.68 available.

Motion to accept the review of December Financials was deferred to the next meeting.

New Business:

1. Invoices:

a. FPTPC:

- Monthly: Secretarial (\$225)/Bookkeeping (\$213)/Executive Director (\$2,500)
- Merriman Printing for Events Calendars (\$306.72)
- Fast Signs for pull up banners (\$270.21)
- DesignWorks marketing design and social media (\$175)

b. Future Fort Pierre:

- Design Works – Inaugural ad (\$75)

A motion was made by Mike and seconded by Emily to pay Invoices “a” and “b”. Motion carried by voice vote to be approved at the March meeting.

Old Business:

1. **Fort Pierre BID Ordinance Update:** Gloria reported that it takes effect in February. The ordinance now includes smaller hotels and campgrounds. It should affect collections long term.
2. **Future Fort Pierre – 501c3 Application Process Update:** **The process has been slowed down** Due to the need for articles of incorporation and bylaws. Maxwell Strategies personnel are working on these. In the meantime, Chris recommended that the City continue to use FPDC as a pass through for the Future Fort Pierre funds.
3. **Fort Pierre Marketing/Branding/Logo Identification Process:**
Tara Berg is already identifying text styles and colors. Gloria and Chris recommend a unified theme for all City entities. There will be a meeting tonight at Drifters at 6:30 p.m. to share ideas.
4. **2019 Events Calendar and Social Media Update:**
The next calendar due to be published in May will be poster sized and will include more events.
5. **2019 Trade Shows** (2 shows versus 4 last year):
 - **SD Tourism Conference:** Chris made some good contacts there and had a follow up meeting with SD Tourism this week to present Future Fort Pierre ideas and asked them to be more involved in Fort Pierre’s planning (Ashley Worth & Kirk Holstein are contacts there).
 - **Milwaukee:** March 6, 7 & 8: Chris will be attending with Missouri River Tourism
 - **Minneapolis:** March 19, 20 & 21
6. **2019 Future Fort Pierre:**
 - **Farmers Market:** There will be a meeting February 14. Plan is to shorten up the time span to 5 weeks and partner with Lillyfest to have live music.
 - **Trader Days:** Meetings with the 4H Finals representatives have been positive. It was decided that it was too late to be included in the regional rodeo programs this year. A discussion followed on including some reenactment, muzzleloader activities or people dressed in mountain man attire.
 - **Signage & Beautification Project:** Chris would still like to get the mural put on the side of Family Dollar and is looking into doing a mural of the Mick Harrison print, “Freight at Morning Light.” Buffalo silhouettes that are cardboard will be replace by metal silhouettes. The Livery Stable project is looking at possible locations.
 - **Marketing Partnerships:** Chris is planning to have 8 ads in 605 Magazine covering Fort Pierre events and themes using consistent visuals. He is partnering with Pierre on at least one ad. A Missouri River Tourism marketing grant has been applied which will be used for additional marketing like South Dakota Magazine. A sponsor sheet is needed to provide to businesses to get their “buy in.”
 - **Future Fort Pierre Plan:** Community Engagement will be sought with presentations and visuals. A presentation has already been made at Fort Pierre Development’s annual meeting and next week will be done for Rotary Club Meeting. Visuals were handed out and discussed at the FPTPC meeting and will also be presented at the Downtown Business Meeting tomorrow.

The new bridge plaza is a priority because of the need for plans to be finalized for DOT. Themes for the plaza will center on the River, Western Heritage, and Buffalo. The overall cost of the project will be \$250-\$300,000. Cost of visuals done by ISG is estimated at \$25,000. A preliminary plan needs to be submitted by July/August with final plans by June 2020.

Once the initial plan is submitted to DOT, the City plans to apply for a DOT 10 year, interest free grant. The City is committing \$180,000 to the project. Chris would like FPTPC and other entities to commit to annual support payments.

- **Fort Pierre DARE:** Chris asked Mike to explain the investment plans for local businesses and individuals to contribute to a fund to purchase blighted properties. These properties would then be made available for a new residential or commercial building.

Meeting Adjourned