

Minutes
Fort Pierre Tourism & Promotion Council
Wednesday, March 6, 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
- Justin Boyer
- Randy Seiler

Council Members Absent:

- Shane Clarambeau (unexcused)

Others Present:

- Mayor Gloria Hanson
- Callie Iverson
- Sunny Hannum
- Tara Berg
- Rick Hahn
- Roxanne Heezen
- Gini Grannes

Approval of Agenda:

A motion was made by Randy and seconded by Mike to approve the agenda with the addition of #2 under New Business: "Motion for Address Change for Fort Pierre Tourism from PO Box 608 to PO Box 461."

Approval of Minutes of February 5, 2019 Board Meeting:

Mike made a motion seconded by Justin to approve the minutes of the February 5 meeting. Motion carried by a voice vote.

Review of January 31, 2019 Financials:

Mike reviewed the financials saying he had reconciled the bank statements and all checks had cleared for Tourism. Occupancy tax receivables for January were not yet available as of today's meeting as one hotel has not yet reported. Dakota Prairie Bank Checking account had a balance of \$31,652.48 at the end of January and the Future Fort Pierre Account had a balance of \$4,458.77.

Mike is concerned about Dakota Prairie Bank having the Tourism address as PO Box 608 which is for AmericInn. He said they need a copy of the board minutes showing PO Box 461 as the corrected address for tourism.

Justin said February's occupancy tax will be down due to the weather.

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

Reports:

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

Gloria has been supporting the horse racing bills. Funds will not be taken from the tourism fund but from the better themselves. This bill passed the appropriations committee 7 to 0. Shane Kramme has worked very hard on finding a funding source.

There will be no City election in April. Kevin Gabriel will not run and Greg Kenzy will fill his position.

The City is negotiating a reduction in the \$25,000 fee proposed by ISG Engineering firm for the bridge plaza design. Chris had talked about FPTPC sharing the cost with the City and Fort Pierre Development in a 3-way split which could be \$8,000 each. He had also proposed a 10 year commitment by Tourism of \$10,000. The City is also looking for grants.

Emily and Justin gave input on the positive impact of the bridge plaza on tourism as it related to their facilities. Casey said the Tourism Board needs to reassess their budget to see where the funds could be found and Randy wondered if grant monies could be adjusted. Gloria stated that the Milwaukee Trade Show trip had been cancelled because FPTPC had no representative that could participate. Funds saved could be applied to the commitment FPTPC has to continue the design work by ISG for the new bridge plaza and landscaping.

Roxanne said that the B.I.D. Ordinance created space for capital improvements. Gloria said that the Pierre B.I.D. allows 50% of their budget for brick and mortar.

– **Fort Pierre Development Corporation – Sunny**

Membership drive is nearly complete with 100 memberships bringing in approximately \$20,000. Dave is finishing up at Legislature next week and will be back in the office. He has been working with the City on the sale of a couple of “blighted” properties and will be going the Energize! Rural Conference in Lemmon at the end of April and is going to see if he can get it booked in Fort Pierre.

There is a Downtown Business Group meeting Thursday morning at 8 a.m. at Sutley Senior Center.

New Business:

1. **Replacement of Officers – Gloria**

- Gloria said it was necessary to elect a new president because Butch has moved out of state.

Nominations for President were opened:

Randy nominated Casey Cowan and Mike seconded the nomination. Motion carried by voice vote.

- **Nominations were opened for Vice President:**

A motion was made by Randy to nominate Emily Steber and Justin seconded the nomination. Motion carried by voice vote.

- **Discussion of Potential Candidates for Open Board Position:**

Gloria asked for suggestions and recommendations. Randy said it was important to have someone on the Board who has created a lasting impression and who will attend meetings. He recommended Callie Iversen. Casey and Mike were in agreement.

2. **A Motion to Reflect Address Change:**

A motion was made by Mike and seconded by Randy for Tourism and Future Fort Pierre to reflect their new address as PO Box 461 rather than the former address of PO Box 608. Motion carried by voice vote.

Old Business:

1. **Grant Deadline of March 15:**

Casey asked what had been done to get the word out. Sunny said there was a press release in December and another one in January that had brought in about six applicants. She said the good thing is they are completing their applications and not just sending a grant request letter.

Casey asked Mike, Gini, and Callie to review the grant applications and present recommendations to the Board at the next Executive Committee Meeting.

2. **Fort Pierre – Marketing/Branding/Logo Identification Process** – Tara Berg

Tara reported on her process for establishing a logo and provided 3 choices that incorporate the Fort Pierre concepts of history, buffalo and the river using a color scheme that fits with the theme and a strong type font.

Casey said the B.I.D. Board should take the lead in establishing the logo and let the other entities in Fort Pierre make their own decision. A discussion followed of the different images of a fort, boot and buffalo with the buffalo image winning out. Discussion also included whether the logo should be copyrighted or made a trademark to protect its integrity. Casey asked Tara for the next step and Tara said she would give the Board a proposal.

A motion was made by Randy and seconded by Emily to use the buffalo concept Tara had presented. Motion carried by voice vote.

3. **2019 Events Calendar and Social Media Update** – Sunny & Tara

Sunny will continue to prepare a list of events published weekly in Fort Pierre News which will be given to Tara for the full calendar to be printed in May.

4. **Marketing Partnership (605 Mag Ads, MRT Grant submitted/awarded)** – Gini

Gini said a March 18 meeting is planned to plan eight 605 ads to be placed beginning in May and running monthly through December. The 8 full page ads had been quoted to her by a 605 representative for a cost of \$4,500.00 (\$562 each) which is comparable to last year's ads.

5. **2019 Future Fort Pierre:**

– **501c3 Application Process Update:**

Callie is working on the bylaws to parallel tourism's bylaws so FFP can run concurrent with Tourism as it has been. Casey said the bylaws need to provide flexibility so the meetings can be run in conjunction with Tourism's meeting with the same officers and board. Randy asked if the assets would be transferred to FFP and Mike responded that they would.

– **Farmer's Market 2019 Planning** – 5 Markets in July/August

The plan remains the same and the group will meet soon to decide on theme for each market and activities surrounding each market.

– **Trader Days** – Callie

Callie is working on the rental of the Expo building for the vendors for both Trader Days and 4H Rodeo. This can be done for the three days for \$750 for Tourism and \$1000 for the 4H Rodeo who will be holding a food event. Expenses can probably be paid out of the vendor fees which she plans to raise due to the indoor venue.

A motion was made by Randy and seconded by Justin to rent the Expo Building for \$750 for Trader Days. Motion carried by voice vote.

– **Signage & Beautification** (Buffalo Silhouettes, Buffalo Banners, Historic Downtown) – Gini

Gini has gotten an email approval from Verendrye Museum to use a graphic of the Mick Harrison painting "Freight at First Light" for the side of the Family Dollar building. She has asked the Museum Board to provide written approval in the form of a letter. Pryncom has found the digital file.

A motion was made by Mike to pursue using the Mick Harrison graphic as a mural to be placed on the side of Family Dollar. Emily seconded the motion. Motion carried by voice vote.

Other Discussion:

Casey said the normal monthly bills for Secretarial (\$225); Executive Director (\$2,500); and Bookkeeping (\$213) needed to be added to New Business every month and not been added this meeting so a motion was needed to approve payment of those invoices.

A motion was made by Mike to pay the monthly invoices and Justin seconded the motion. Motion carried by voice vote.

Next Meetings:

1. **Executive Committee** – 7:45 a.m., Wednesday, March 20, Fort Pierre City Council Meeting Room
2. **Full Board** – 7:45 a.m., Wednesday, April 3, Fort Pierre City Council Meeting Room

Adjourn:

A motion was made by Randy and seconded by Justin to adjourn. Motion carried by voice vote.