

**Minutes**  
**Fort Pierre Tourism & Promotion Council**  
**Wednesday, April 3, 2019**  
**City Council Conference Room**  
**7:45 a.m.**

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

**Council Members Present:**

- Mike Weisgram
- Casey Cowan
- Emily Steber
- Randy Seiler
- Callie Iversen

**Council Members Absent:**

- Shane Clarambeau (unexcused)
- Justin Boyer (unexcused)

**Others Present:**

- Mayor Gloria Hanson
- Roxanne Heezen
- Sunny Hannum
- Rick Hahn
- Gini Grannes
- Shawn Lyons

**Approval of Minutes of March 6, 2019 Board Meeting:**

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

**Review of January 31, 2019 Financials:**

Mike said he had deposited a City check for \$7,170.86 which shows a sizable increase for Occupancy Tax over the last couple of years which is a positive trend. The checking account reconciliation shows \$37,567.61. The \$90 vendor check for Trader Days was deposited in the Tourism checking account. Callie said it should be deposited in Future Fort Pierre.

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

**Reports:**

- **City of Fort Pierre Update** – Mayor Hanson & Staff

Mayor Hanson said she would be re-appointing all the board members present to another year on the Council if they are willing.

Roxanne reported that one hotel is still tardy at paying their Occupancy Tax but February figures are up 9.7% due to this week's reporting. If late charges are applied, they will owe \$201.00 to the City. The State is reporting that sales tax is up 6.4% and BBB tax is up 5.5%.

Gloria reported that Laila Briggs reports she lost 3 campers due to Occupancy Tax charges and has asked for a reduction in the fee for campgrounds. Gloria said this would require a change to the Ordinance.

Rick reported that Casey's is planning to start ground work soon with plans to have their store opened by July 1. The new hotel will have a slight delay and will begin building in the fall. Work on Yellowstone Street will start soon. He said 2 new businesses are looking at locating in Fort Pierre and Becci Scott is planning on putting up a building on Sale Barn Road where the body shop was located.

Rick said the State Hockey Tournament probably helped to bump up the Occupancy Tax and there are hundreds of tournaments for all ages all over the state. Gloria suggested someone meet with Oahe Hockey Association to see if they would apply for more tournaments to be held at the Expo Center.

– **Fort Pierre Development Corporation** - Sunny

Sunny said the FPDC would be holding their Annual Retreat April 28<sup>th</sup> at the Municipal League from 1 p.m. to 4 p.m. Each of their four committees will meet to brainstorm and come up with goals for 2019 and 2020.

She said the Dev Corp had applied for a Duns number and a SAM registration and had completed an application requesting a Rural Development grant to build up the Revolving Loan Fund so more money would be available for business loans.

**New Business:**

**1. Invoices:**

- Monthly Secretarial (\$225); Bookkeeping (\$213); Executive Director (\$2,500)
- DesignWorks – Rebranding/logo (\$639); Tourism Rack Card (\$186.38)
- PryntComm/Quality Quick Printing – 10,000 rack cards (\$419)
- Southeast Tourism – Literature Swap Fee (\$40)

A motion was made by Randy and seconded by Callie to approve the invoices for payment. Motion carried by voice vote.

**2. Discussion on ISG Design Contribution:**

A discussion followed related to FPTPC funding the ISG Design for the new Bridge Plaza. Mike was favorable to FPTPC funding \$10,000 in FY19 as had been discussed at previous meetings. Consensus of those present was that there was enough money in the budget to cover the \$10,000.

Randy asked if the FPDC Board had discussed approving any support of the project. Sunny said that the FPDC Board had not discussed support yet and Gloria responded that Dave was waiting for her attendance at a Board meeting.

A motion was made by Mike and seconded by Randy to fund \$10,000 to the ISG Bridge Plaza Design this fiscal year. Motion carried by voice vote.

A discussion followed: Casey said he had concerns for committing to more than one year and Randy said he sees the Bridge Plaza project as a good opportunity for partnership between tourism and economic development. Rick said that ISG is willing to accept partial payments but would like 35% payment by June 1. Roxanne expects them to send an invoice.

**3. Budget Amendment:**

Callie provided a handout of the original budget and an Excel spread sheet showing the proposed amendment after adjustments to the budget for expected expenditures: Accounting & Secretarial (\$1,164); City admin fees (\$712); advertising \$800); Grants (\$3,400); Trade Shows \$10,500); Future Fort Pierre (\$4,000); Trade Show Display (\$2,848). These figures represent money that won't be spent as budgeted for 2019.

It appears that proposed budget reductions will more than cover the ISG commitment for this year. Casey asked if Callie would follow up with Missouri River Tourism to see what still might be owed them for trade show commitments.

**4. Rack Cards:**

Quality Printing (formerly PryntCom) will be sending an invoice. Someone needs to volunteer to attend the Lit Swap in Mitchell as the date nears.

**5. Literature Swap:**

Callie said the registration fee for one rack card is \$40 and there will be \$40 for mileage. Sunny said the date is May 9 and she doesn't know if MRT is attending. She said it will take some physical labor and a cart should be taken along to move the rack cards.

**Old Business:**

**1. Grant Applications:**

Callie provided a handout showing grant requests totaling \$10,100 have been received. The grant committee had met and recommended an increase in grant funds to Casey Tibbs Rodeo Center and Dakota Western Heritage Festival at \$1,500 each. The Silver Spur's grant also was approved for \$1,500. All other grants requests were approved at the same amount as 2018. Verendrye Benevolent Association has withdrawn their request.

A motion was made by Mike and seconded by Randy to approve the grant committee's recommendations. Motion carried by voice vote.

Callie asked Gini if she would send out the grant award letters and Gini agreed if Callie would send her the template for the 2018 letter.

**2. Branding/Logo Identification Process Logo Standards & Launch Plan:**

Gini reported that Tara didn't think standards were necessary if the Logo was not to be trademarked. Casey asked Gini to pursue writing a paragraph with basic logo standards used by other entities like South Dakota Tourism that would discourage incorrect use of the logo.

Sunny suggested a press release when the standards are done to launch the logo and invite other entities to use it.

**3. 2019 Events Calendar & Social Media Update:**

Sunny reported that Jon Sailer of BPro had placed events in the center of the Fort Pierre home page with a link to the current calendar which will be replaced in May. Callie and Tara have discussed updating the web site to include the new logo.

Sunny said that Calvin Ghost Bear, President of Horse Nations Indian Relay Council, had contacted her about the scheduled relay races in Fort Pierre June 28, 29 & 30. Scott Deal has rented them the Fairgrounds. They will be bringing 30 teams of 5 each, drum groups, dancers and a flag color guard. An expected number in attendance had not been determined but could be as many as 300+. Some attendees will stay in campers but others in hotels and they are looking for a hotel to provide a discounted rate.

Mike said he and Maxwell Strategies would meet with them at a planning session requested by their event coordinator. He asked Sunny to keep them informed when she has a date.

**4. Marketing Partnership for 605 Ads:**

Emily has met with the Pierre Chamber and they are partnering on 6 upcoming ads (2-4 pg/4-1 pg). FPTPC and Pierre Chamber will each contribute \$2,180 for the ads. The ad copy for the first ad is due April 16. The contract is for less than was budgeted for the ads and needs to be signed by both Emily and Jaimie Seiner.

A motion was made by Mike and seconded by Callie to authorize Emily to sign the 605 advertising contract with Pierre Chamber.

**5. 2019 Future Fort Pierre:**

No action

**6. 501c3 Application Process Update:**

Casey asked Callie to move forward as soon as she can on pursuing the 501c3 status for Future Fort Pierre.

**7. Farmers Market 2019 July/August Planning:**

A discussion followed on liability insurance for the vendors. Mike had talked to Fischer Rounds representative Scott Schuetzle about adding someone who provides an activity like wagon rides and whether they could be covered under FPTPC's current policy with Acuity.

Schuetzle had said that they could not be covered but that the individual providing the activity could get a rider on his own policy. Mike recommend that FPTPC reimburse anyone who paid their own liability insurance when they were providing a service for FPTPC.

Callie said that the vendor registration form states that vendors should get their own liability insurance. Roxanne suggested that a "hold harmless" clause be added to the vendor letter.

**8. Trader Days August 16-18:**

Callie has met with the Verendrye Board to coordinate their planning and will be meeting with the Expo Center in the next couple of weeks. She asked FPTPC members for ideas for activities. She already is planning the pedal pull, bouncy house, and helicopter rides. She has not gotten a response from the carnival. Randy said he is planning a 5K run.

Callie said a window business had asked if they could be a vendor and asked the Board if the type of vendor should be limited to arts and crafts. Board members agreed that she could take any type of vendor that wanted to come, at her discretion.

**Other Discussion Items:**

- Randy said that right after the parade on the 4<sup>th</sup> of July there will be a bell dedication at the schoolhouse for the Orton Flat school bell.
- Sunny asked if Bicentennial Items could be used as prizes at the Literature Swap. The Board agreed they could.

**Next Meetings:**

1. Executive Committee – 7:45 a.m. April 24 @ Fort Pierre City Council Meeting Room
2. Full Board – 7:45 a.m. May 1 @ Fort Pierre City Council Meeting Room

**Adjourn:** The President called for the adjournment of the meeting.