

Minutes
Fort Pierre Tourism & Promotion Council
Wednesday, May 1, 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
- Callie Iversen

Council Members Absent:

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

Others Present:

- Mayor Gloria Hanson
- Scott Deal
- Roxanne Heezen
- Kiley Heezen
- Sunny Hannum
- Rick Hahn
- Gini Grannes
- Calvin Ghost Bear
- Jaimie Howard
- Diane Volk
- Justin Simons

Approval of Minutes of April 3, 2019 Board Meeting:

A motion was made by Mike and seconded by Callie to approve the minutes of last month's meeting. Motion carried by voice vote.

Review of March 31, 2019 Financials:

Mike said that the March and April occupancy tax reports were not complete so no deposits had been made and he expects, based on last year's reports, occupancy tax for those two months will come to around \$12,000. There have been a few deposits made to Future Fort Pierre account representing Trader Days vendors.

There is currently \$33,253.23 in the Tourism account and \$4,833.77 in the Future Fort Pierre account. The \$10,000 committed to the City for the Bridge Plaza will be due soon.

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

Reports: (tabled until later in the meeting when the Mayor is available)

1. **City of Fort Pierre** – Mayor Hanson, Rick & Roxanne
Gloria announced that she was appointing Scott Deal to the Tourism Board. Casey asked Scott to report on the Fairgrounds.

Scott said that when the traditional horse races were cancelled, it opened May up and he had scheduled 7 events in 7 days:

- SDSU – “How To Load A Semi” (pigs, chickens, goats etc.) on May 17 – 8 – 1 p.m.
- Breelyn Cowan – Horsemanship Clinic; 5-18-19
- Jace Melvin – Bulldogging & Breakaway & Tie Down Clinics – 5/22,23&24
- Jeff Belkham Calf Roping – 5/27

Other events coming up are the State Auction May 10 and Kelly Timmerman/Red Lemmel bronc and bareback riding school. He said that the smaller events are not revenue generators for the Fairgrounds but the big events are and they all bring money into town. He is charging the Indian Horse Relay Council a flat fee for the rental of the entire Fairgrounds.

He is planning to have the parking lot resurfaced with concrete by summer, weather permitting.

Rick said that he continues to work on Bridge Plaza planning and someone is wanting to do a summer camp in Fort Pierre. There is a general excitement here and around the region about everything that’s happening here. Casey’s has been doing dirt work but are slowed down by weather. They are hoping to be done with construction by September. Work is also ongoing on Yellowstone Street resurfacing with hopes to be done by July 1.

Roxanne said Americinn was supposed to catch up on paying their occupancy tax for February and March this week but had not been in yet. Sales tax is up 6.8% and BBB tax by 5.5% through February.

2. **Fort Pierre Development** – Sunny

Sunny said that FPDC had just held their annual retreat with a big focus on housing. She said Dave was in Lemmon at the “Energize” Conference for rural communities and hopes to get it scheduled for Fort Pierre in the future. She said the FPDC Board had decided not to use the Tourism “stand alone” logo.

She informed the Tourism Board that the new rack cards had been delivered to the Log Cabin and were ready to be picked up.

New Business:

- 1 Invoices: Secretarial (\$225); Bookkeeping (\$213); Executive Director (\$2,500); DesignWorks (\$106.50)

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

Old Business:

1. Great Tourism Day – 2 comp registrations
Mike said he was going and the Mayor had invited Laila Briggs to attend. Sunny said she was planning to attend.
2. **Disposition of Late Grant Application** – Stanley County Fairgrounds
Casey explained the Board’s decision not to accept the late application which was also incomplete. He asked Scott Deal if it was earmarked for a specific event and Scott replied that it was for the 4th of July Rodeo.

3. **Marketing:**

- **Fort Pierre Tourism** – Logo Standards

Gini provided copies of the logo design options available and read the following brand standard:

“Our Brand Is Our Voice and Our Vision

The Fort Pierre Tourism brand was designed to impart a sense of our enduring Western heritage, our rich Native American culture, the endless opportunities of our landscape and our river, and the ever-expanding possibilities for our future.

The colors, fonts and graphics are a reflection of Fort Pierre as a community and a culture of hospitality. Please respect the integrity of our brand both visually and in application. The Fort

Pierre Tourism brand is not to be used in the promotion of events or activities of a spurious nature.

Approved use of the Fort Pierre Tourism brand for print and media is detailed in the following pages."

A motion was made by Mike and seconded by Callie to accept the logo standards. Motion carried by voice vote.

– **605 Magazine ads:**

The May ad featuring the map tour came out today.

– **2019 Events Calendar:**

Plans are to print the events calendar on the back of the tour map in an 11 x 17 format but also print a quantity of the map/calendar combo in 8 ½ x 11 to use as handouts. Gini, Callie and Emily are to pursue having that done as soon as possible after the May 7 deadline.

– **Social Media:**

Tara is doing a good job of keeping events out on Facebook and Callie is working with her on a redesign of the Trader Days logo.

4. Future Fort Pierre

– **501c3 Application Process was Tabled**

– **Farmers' Market 2019 Planning – Callie**

Themes and Dates have been distributed and are in the calendars on the Web page & FB. The only change is to Medieval Knights and the addition of the Harley Group to Music & Maize. Gloria said the first date with the theme Healthy Hometown is getting a lot of interest and the YMCA and Avera may get involved.

– **Trader Days 2019 Planning – Callie**

Several businesses have indicated participating in the BBQ challenge. She will be meeting with Kacey Hanson and the Expo folks. The pedal pull competition will take place Friday night and Lilly Fest will perform in Lilly Park. She is still looking for other activities like buffalo chip flip and turkey races.

– **Signage & Beautification – Casey**

Family \$ is supposed to get back to him on approval for the Mick Harrison wrap. He took one of the buffalo silhouettes to Bottom Line for a quote. Laurie O'Day does their cut out designs. He doesn't have a cost yet.

Gloria suggested the small ones stored at Becci Scotts storage shed be used to create bike racks. Casey asked if they could be dropped off at the Log Cabin. Sunny said that she would clear that with Deb. Gloria said they wouldn't have to be there long.

Other Business:

1. **Indian Relay Races – Calvin Ghost Bear & Scott Deal**

Calvin introduced his team which includes horse racing expert Jaimie Howard from Oklahoma, official photographer Diane Volk from Wyoming, and Justin Simons.

Calvin said they are here in town to reach out to businesses to get the community support and sponsorships, to meet the Tourism Board, and find a host hotel for the June 29 & 30 event. Jaimie, who has worked with Calvin for several years, said they have talked a long time about coming to Fort Pierre because Fort Pierre is in the "pocket," centrally located to several reservations: Lower Brule, Eagle Butte, Standing Rock, Santee, Sisseton. He said they would be working with Scott on logistics like ambulance service.

Calvin said there could be as many as 18 Sioux teams with 6-7 members per team followed by all their families and drawing natives from the surrounding reservations. They are looking for a vendor coordinator and Mike

Peterson has volunteered in absentee to coordinate vendors for them. Sunny or Gloria will provide them Mike's contact information.

Calvin said there are several divisions of the relay races including kids relay, ladies race, warriors race and chief race. The team will come a day or two early and be bringing 100-120 horses. They will need a large number of leg wraps and shavings for bedding and were given the names of Christy Lumber, Sioux Nation; Dakota Mill & Grain and Runnings.

The relay races also bring with them a large contingent of dancers, drummers and color guard. They would like to have a BBQ the night before at a location that could accommodate 250 people. They would like dignitaries invited like the mayors, governor, congressmen etc. Maxwell Strategies was recommended to assist them with invitations.

Other Discussion:

Callie asked if Tourism Board wanted to be the host for the Indian Relay Race kickoff BBQ. Board members present thought that would be okay as long as no financial commitment was involved. She thought a sponsor could be found for the BBQ like Sioux Nations or Dakotamart. Locations discussed for the BBQ were the Fort, Casey Tibbs Rodeo Center, and Lilly Park.

Meeting Adjourned by the President

Next Meetings:

Executive Committee – 7:45 a.m. May 29 @ Fort Pierre City Council Meeting Room

Full Board Meeting – 7:45 a.m. June 5 @ Fort Pierre City Council Meeting Room