



Board of Directors
Tuesday, April 15, 2014
12pm – DEC

Present:

Sabrina Metz, Michelle Jones, Kari Lozenski, Christi Barrus, Jason Welk, Brenda Moore, Megan Fix, Heather Sahli and Bryana Darling.

Excused:

Chris Podoll, Kelsey Scarborough, Brenda Habeck, Randy Grismer, Mike Birgen, and Mark Remily.

Call to Order:

The meeting was called to order by Barrus.

Approval of March 2014 Minutes:

Motion by Jones to approve minutes. Seconded by Lozenski. Vote, motion passed.

Approval of March 2014 Financials:

Motion by Jones to approve financials. Seconded by Darling. Vote, motion passed.

Check Presentations:

Hub Area Soccer
Hub Area 4-H Rodeo
Brown Co Fair

Presentation:

12:15pm—Georgia Smith and Curt Mitchell presented Frosty Bash, going on this summer in association with the Snow Queen Festival that is held every January. Smith requested \$10,000 for the two events. This is the first year for this event, last summer they held a free concert at the same venue. Welk made a motion to fund the two events with \$6,000 total. Lozenski seconded. Vote, motion passed.

12:30pm—Stacy Braun with the Aberdeen Area Arts Council presented a request for the Storybook Land Festival that will be held July 25-27th in conjunction with a continuing education class for teachers at a discounted rate. This is the 9th year for the event, and each year they have seen an increase in attendance. Welk made a motion to fund the event with \$7,000. Barrus seconded. Vote, motion passed.

Voting Share Transfer:

Metz informed the board that Kessler has transferred his voting share to Sahli for the Holiday Inn Express properties. With this change in place, Sahli will remain on the executive board as Secretary/Treasurer.

2014 Peak Season Marketing:

Metz, on behalf of Lawrence and Schiller, presented updates to the 2014 Peak Season marketing plan. Copies of the Facebook graphics were included, and Metz informed the board of changes to the AberdeenFun website as well as the prizes to be given away for the social media contest.

Other Business:

The board discussed the city reimbursement check. Moore informed the board that at the time the check was written, 2 properties did not have their records turned in, but that income would be reflected on the March reimbursement check. The last few weeks' hotels have been full with Y basketball tournaments, concerts, and events. Metz reminded the board of Easter weekend along with the Shrine Circus. Moore let the board know she would be attending the SDHSAA meeting next week. The Aberdeen Chamber will be hosting Leadercast on May 9th. Metz asked the board if they would like to purchase a ticket for each voting member. The board agreed they would, and Metz will purchase tickets for those board members who rsvp to the event.

Adjourn:

Motion was made by Barrus to adjourn. Seconded by Welk. Vote, motion passed.