



Board of Directors
Tuesday, August 20, 2014
12pm – TownePlace Suites

Present:

Sabrina Metz, Michelle Jones, Heather Sahli, Mark Remily, Brenda Moore, Randy Grismer, Christi Barrus, and Bryana Darling.

Excused:

ChrisPodoll, Kari Lozenski, Chris Dohrer, Jason Welk, and Diana Ketterling.

Call to Order:

The meeting was called to order by Barrus.

Approval of July 2014 Minutes:

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

Approval of July 2014 Financials:

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

Check Presentations:

YMCA Basketball
SD All Star Games

Presentation:

12:15pm – Bob Gruman and Doug Johnson presented for Sertoma Club. The organization is fundraising for the Storybook Land Rollercoaster that is estimated to cost \$400,000. Sertoma Club has raised a significant amount of these funds, and they are requesting \$5,000 from the Hotel Alliance to help defray the cost. A discussion was held about what Sertoma Club was responsible for paying for in Storybook Land, and what the portion of the Parks & Recreation budget is for Storybook Land. Jones made a motion to fund Sertoma Club with \$5,000 for the Roller Coaster. Grismer seconded. Vote, motion passed.

12:30pm – Connie Ruhl-Smith and Curtis Kolb from NSU requested \$1,000 for Culturefest/Family Fun Weekend to take place November 7 & 8. Originally Culturefest was coupled with the Wacipi, however, the Native American cultural group has moved the Wacipi to the spring. Salsabrosa, a live entertainment group, will perform on Friday during Culturefest. NSU is also selling discounted tickets as a package to get into all of the festivities for the weekend. Grismer made a motion to fund the event with \$1,000. Darling seconded. Vote, motion passed.

2015 Marketing RFP:

Metz discussed sending out a RFP to various marketing agencies for the 2015 marketing campaign. A copy of the previous RFP was included. Grismer suggested making a change to request a plan based on current marketing efforts, along with a new marketing campaign strategy. Also, the board requested that the RFP include the disclaimer that agencies should bid on any scope of work they do offer, instead of viewing the RFP as a whole. Metz will send out the request in August, with a deadline of September 19. If more than 10 qualified RFP's are provided to the Hotel Alliance, the Executive Board will scale down the applications and present them to the full board.

Funding Application Process:

Metz made changes to the current policy that was last updated 7/26/11. Changes were based on current policy decisions, as well as other cities event funding policies. Grismer requested a change to the heading 'Types of Events Considered' to 'Types of Events/Attractions Considered'. Jones requested that we change the wording to "within the Aberdeen Area". Grismer requested the statement to read "Applicant should complete the application..." Moore requested the statement to read "Applicant may be required to attend..." Grismer suggested removing the number of voting members. A motion was made by Barrus to approve the policy with the suggested changes. Jones seconded. Vote, motion passed.

L&S Peak Season Update:

Metz presented the final campaign numbers for the Facebook contest, #ItsAKidThing. The contest increased page likes on the Aberdeen CVB page by over 2,000 people. The grand prize winner was Andrea Remily-Bahr who submitted a picture of her youngest son.

Million Dollar Bird:

Metz presented the current Million Dollar Bird campaign efforts for 2014. A copy of t-shirt orders from last year was attached for review and new t-shirt orders should be sent to the CVB office by September 1. Metz informed the board that new vinyl signs will be printed for the Million Dollar Bird contest, as well as promotion items that are in production. Metz asked the board for a vote on the Million Dollar Bird Contest for 2015. Jones requested that we table the vote until the September meeting when Casey Weismantel could come and speak to the board about travel show attendance and awareness of the contest. Metz requested a change to the September board meeting date. Jones suggested having the meeting at Maverick's on September 23. Metz informed the board that evaluation recaps were received from the Aberdeen Swim Club and the Dacotah Soccer Tournament. Metz also encouraged the group to review the SIC codes, city reimbursement, and changes to the government lodging rates.

Adjourn:

Barrus adjourned the meeting.