



**Board of Directors**  
**Tuesday, January 28<sup>th</sup>, 2014**  
**12pm – Super 8 East**

**Present:**

Sabrina Metz, Brenda Habeck, Michelle Jones, Randy Grismer, Heather Sahli, Jason Welk, Kari Lozenski, Brenda Moore, Christi Barrus, Mike Birgen, and Bryana Darling.

Guest: Casey Weismantel, Emmett Lenihan

**Excused:**

Chris Podoll, Kelsey Scarbourough, Nate Kessler and Mark Remily.

**Call to Order:**

The meeting was called to order by Barrus.

**Approval of December 2013 Minutes:**

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

**Approval of December 2013 Financials:**

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

**Check Presentation:**

State Women's Bowling  
State Fire School

**Conference Call:**

Called Julie Johnson to get update on bills. Johnson informed the board of a few upcoming items: Come Home to Hunt program, Deadwood gaming changes, occupancy tax changes in Deadwood, and changes to the SDHSAA. The board is to review these items and will inform Julie on any items they would like her, on their behalf, to take a stance on.

**Presentation:**

12:30pm – Scott Kuck with the Aberdeen Swim Club requested \$7,500 for the SD State B Short Course Championship and the Aberdeen Summer High Point Meet. This is the first year that Aberdeen has hosted the State B Short Course, in which participants who get a qualifying time or place at this meet have a chance to proceed to the State Finals. The Summer High Point was very well attended last year and they are expecting an even bigger turn out this year. Lozenski made a motion to fund the two events

with a total of \$5,000. Seconded by Welk. Vote, motion passed. Grismer and Jones abstained.

12:45pm – Mike Russell and Sonja Oban from the Brown Co Fair requested \$25,000 to help defray the cost of entertainment and marketing for the BCF. They are working on getting bigger headliners to come to the fair. There will be a concert on Wednesday night instead of the races, and the group is working on a better tracking system for tickets to see where people are traveling from. Motion made by Barrus to fund the event with \$20,000. Sahli seconded. Vote, motion passed.

#### **Guest Speaker:**

Emmett Lenihan, Farm Bill Biologist with Pheasants Forever gave a report on ways to improve pheasant numbers in the area. Most notably, he discussed the disadvantages of bringing farm raised pheasants into the area to increase the population. Various studies and trials have been conducted with little success. Lenihan's best option was to increase the habitat for these birds. Lenihan offered to come back and speak to the group if needed.

#### **2014 Peak Season Marketing:**

Lawrence and Schiller's group called in to present the 2014 Peak Season marketing plan. They will be up in early April to film the third commercial, and the campaign will start mid-April. The proposal is to continue with the pre-roll ads that were very successful during 2013, along with adding cable to the Fargo and Bismarck area along with a full page print ad and a PPC campaign. L&S also suggested a cross promotion with local stations in Fargo/Bismarck for a weekend give away to add value to the campaign. They also suggested adding a social element to the campaign that would utilize Facebook, Twitter, and Instagram. Welk requested that we add on to the campaign for August. Discussion was held on whether to add cable or pre-roll ads and to either the beginning or the end of the campaign. Metz informed the group that they would be starting in mid-April which is roughly 2 weeks before they started last year's campaign. Also, Metz suggested to add dollars to the pre-roll campaign as opposed to the cable buy as pre-roll is less expensive per impression. Metz will discuss with L&S a dollar amount for the social media campaign, adding more pre-roll ads in August, and more details on the local station promotion. The board agreed that this campaign had a good start, and L&S may begin planning for Peak Season.

#### **Memorandum Agreement:**

Metz presented the 2014 Memorandum Agreement between the Hotel Alliance and the CVB. No changes were made from the 2013 contract. Grismer made a motion to approve the agreement. Jones seconded. Vote, motion passed.

#### **Other Business:**

Moore informed the board on changes to the CVB board member positions. Moore requested that Habeck join the CVB board as the Hotel Alliance member position, and pending a vote at the CVB meeting, Habeck will accept the position. Metz informed the board of the MDB drawing that was held on January 10<sup>th</sup>. The event was well attended, and guests enjoyed themselves. Metz discussed adding a 2<sup>nd</sup> consolation prize for the band number that was stored in the electronic device. Conversation ensued over a fair prize, and after discussion, the board decided to award that band number with \$1,000 in the form of a Sodak's gift card, provided that Sodak's would be donating two guns to the 2014 promotion. Weismantel will work on the details with Sodak's. Metz reminded the board that the Great Service Star applications are due 1/31 and will send an email form back out to the group. Metz also requested the board entertain a proposal for tablets to be purchased on behalf of the Hotel Alliance to be used at upcoming board meetings. Currently, copies are made for each attendee, and inevitably most copies are thrown away at the end of the meeting. Tablets would provide an electronic copy to each member, and

would be the property of the Hotel Alliance so that each member, while serving on the board, would have access to the device. Moore requested information on hotel rooms opening for State Wrestling. A discussion was held on when to notify the CVB of room openings, and that the hotels and CVB need to work together this year to ensure that room requests are met for the tournament.

**Adjourn:**

Motion was made by Habeck to adjourn. Seconded by Darling. Vote, motion carried.