



**Board of Directors  
Tuesday, May 20, 2014  
12pm – Ramada**

**Present:**

Sabrina Metz, Michelle Jones, Kari Lozenski, Jason Welk, Megan Fix, Randy Grismer, and Bryana Darling.  
Guest: Casey Weismantel

**Excused:**

Christi Barrus, Chris Podoll, Kelsey Scarborough, Brenda Habeck, Heather Sahli, Brenda Moore, Mike Birgen, and Mark Remily.

**Call to Order:**

The meeting was called to order by Metz.

**Approval of April 2014 Minutes:**

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

**Approval of April 2014 Financials:**

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

**Check Presentation:**

SD Snow Queen

**Presentation:**

12:30pm – Emmett Lenihan with Pheasants Forever presented an opportunity for the Hotel Alliance to partner with the local PF chapter to increase CRP land in Brown County. Lenihan requested \$10,000 each year for two years to use as an incentive program for farmers to enroll their land in the CRP program and the GFP public walk in program for the life of the CRP contract. Along with the \$20,000; Lenihan also asked for \$500 to use for marketing this promotion. A motion was made by Welk to partner with Pheasants Forever on this venture. Grismer seconded. Vote, motion passed

12:45pm – Metz presented on behalf of Robin O’Neill and the Celtic Faire. The event is set to take place September 20-21, 2014 at the Brown County Fairgrounds. This is the 7<sup>th</sup> year of the event, and they are requesting \$7,000. A motion was made by Grismer to fund the event for \$2,000. Jones seconded. Vote, motion passed.

**Shoulder Season Video Proposal**

Casey Weismantel presented an opportunity for the BID Board to partner with Ron Schara Productions and create a TV show focusing on hunting in the Aberdeen area. The Due North television series would come to Aberdeen and promote the area. Welk made a motion to partner with Due North. Lozenski seconded. Vote, motion passed.

**SD EMT Convention Funding Request**

Weismantel requested that we offer \$8,000-\$10,000 to the local EMT group to help secure the 2019 SD EMT Conference in Aberdeen. Welk made a motion to fund the local chapter with \$10,000. Grismer seconded. Vote, motion passed.

**2014 Peak Season Marketing:**

Metz, on behalf of Lawrence and Schiller, presented updates to the 2014 Peak Season marketing plan. The social media contest is underway and has been receiving good feedback so far. L&S is working on the third commercial, and will send more information about the progress this week. The April campaign report was reviewed for both pre-roll and the PPC ads.

**Other Business:**

Metz informed the board of other information including the city reimbursement check, evaluation forms, the activity reports and information about SDHSAA. The board discussed the state tournament site survey conducted by SDHSAA and their feelings on moving all the events to one time and one location. Metz also informed the board of the city council meeting to be held in regards to the public library, and changes to the cost of the building project. Grismer requested that Metz purchase tablet covers for each individual tablet.

**Adjourn:**

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