



Board of Directors
Tuesday, September 23, 2014
12pm – Maverick's

Present:

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

Excused:

Chris Podoll, Chris Dohrer, Mark Remily, Jason Welk, and Diana Ketterling.

Call to Order:

The meeting was called to order by Barrus.

Approval of August 2014 Minutes:

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

Approval of August 2014 Financials:

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

Check Presentations:

Sertoma Club
NSU Culturefest
Special Olympics

Presentation:

12:15pm – Stacy Braun with the Aberdeen Area Arts Council requested \$2,000 for the Vienna Choir Boys Concert that will held November 8th. The group performs only 300 concerts a year, and the last time they were in Aberdeen was in 2004. Grismer made a motion to fund the event with \$2,000. Barrus seconded. Vote, motion passed.

12:30pm – Courtney Rott with Aberdeen Okotberfest requested \$2,000. This is a one day event that is in its second year. The first year it was hosted by Kessler's, and held out at Wylie. They had over 1,500 people in attendance. This year it will be in the Civic Arena/Central Park. Rott is hoping to eventually make this a weekend event and proceeds will be donated to various organizations each year. Lozenski made a motion to fund the event with \$2,000. Jones seconded. Vote, motion passed.

12:45pm – Josh Moon with NSU Athletics spoke to the board about changes needed for the Barnett Center. They are looking at replacing the video boards and the sound system to keep current with other

facilities in the state. The video boards are projected to cost \$1 million. Moon was not requesting any donations at this time. A motion was made by Grismer for Moon to make a formal presentation for a funding request. Seconded by Darling. Vote, motion passed.

1:00pm – Casey Weismantel spoke to the board about changes to hunting season. Weismantel let the group know how travel shows and hunting information requests have been going. The bird numbers have picked up for this year, and Weismantel feels like this will be a good hunting season. Weismantel let the group know that the film promotion they approved has switched from airing on Due North to Rooster Tales. They will be out to film the video in early November.

1:15pm – Weismantel discussed the Elk's Lodge Christmas for Children event that Jan Weismantel produces each year. Weismantel said they serve around 50 families with hats, gloves, toys, and either food or gift cards. The board would like to partner with the Elk's Lodge for this year. Each hotel would have a drop site where people could donate hats and gloves, and each donation would get them into an entry for a free night's stay at the hotels in Aberdeen. Donators would also be able to list a family in need during the holiday season so Jan Weismantel could contact them to be a part of the event. The board will also do a matching donation to help fund the event. Metz will contact Jan Weismantel and ask her to come to the next board meeting to discuss the partnership.

2015 Million Dollar Bird:

Barrus made a suggestion that we give away a bigger prize amount for 2014 as this is the board's 5th year promoting the MDB Contest. A motion was made by Sahli to give away \$5,000 at the event. Lozenski seconded. Vote, motion passed. A motion was made by Grismer to continue with the Million Dollar Bird Contest in 2015, but change how the contest is held. Jones seconded. Vote, motion passed.

Vote: President Elect:

Grismer nominated Darling to serve on the Executive Board as the President-Elect. Lozenski seconded. Grismer made a motion to cease nominations for President-Elect. Seconded by Jones. Grismer made a motion to elect Darling into the position. Seconded by Jones. Vote, motion passed.

2015 Marketing RFP:

Metz went over the seven RFP's that were received for the 2015 marketing campaign with the board. The board discussed each proposal. The board would like Click Rain, Epicosity, and Media One to present their RFP at the October meeting. The board would also like Production Monkey's to present a campaign for the 2015 MDB Contest. Metz will contact all groups and inform them of the board's decision.

L&S Peak Season Final Report:

Metz presented the final numbers for the digital campaign for peak season. Overall, the campaign was a success and surpassed the 2013 campaign on all goals.

Other Business:

Metz informed the board of recap requests, the governor's findings from the pheasant summit, and SIC codes. Metz presented a request from Midwest Meetings to do a co-op ad for their winter issue. The board was not interested in participating, but suggested individual hotels could if they wanted.

Adjourn:

Jones adjourned the meeting.