



Board of Directors
Tuesday, January 28, 2015
12pm – Ramada

Present:

Sabrina Metz, Heather Sahli, Michelle Jones, Brenda Moore, Christi Barrus, Kari Lozenski, Diana Ketterling, Randy Grismer and Bryana Darling. Guest: Dave Penczek.

Excused:

Chris Podoll, Eric Vetter, Mark Remily, and Carrie Welk.

Call to Order:

The meeting was called to order by Barrus.

Approval of December 2014 Minutes:

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

Approval of December 2014 Financials:

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

Check Presentations:

Aberdeen Hockey Association
SD Film Festival

Presentations:

12:15pm – Georgia Smith and Denise Huber with SD Snow Queen Festival requested \$5,000 for the Snow Queen Festival to be held January 2016. This will be the 70th year for the festival, which has always been held in Aberdeen. The group is working to create more fundraising events, and encouraging more communities to enter into the contest. The funds requested will go towards the scholarship program, of which the SD Snow Queen will receive \$3,000; and the Jr SD Snow Queen will receive \$1,500. A motion was made by Jones to fund the event with \$3,000. Lozenski seconded. Vote, motion passed. Grismer abstained.

12:30pm – Bryan Kriech and Mike Herman with the Boys and Girls Club requested \$2,000 for their upcoming fundraising event; Winefest Renaissance. This event has taken place at the Ward Plaza for the last three years, and the group is planning to expand the event next year. This is one of many fundraising activities the group does to help cover costs for the Boys & Girls Club in Aberdeen. A motion was made by Jones to give \$2,000 to the Boys and Girls Club as a charitable contribution. Seconded by Grismer. Vote, motion passed.

12:45pm – Doug Johnson and Josh Andrews requested \$5,000 for the newly installed 9 hole disc golf course at Melgaard park. The course is not fully complete, and they are hoping to place the final elements needed this spring, or when funds allow. A motion was made by Lozenski to help pay for the course with a donation of \$2,500; of which \$500 would be for a hole sponsorship. Seconded by Darling. Vote, motion passed.

1:00pm – Shane Brinkman with the Aberdeen ABATE Bike Club requested \$7,500 for the Bike Show and Dance to be held at the DEC in March. This year the band for the dance will be from Fargo, instead of a local area band. The cost is \$12 for the weekend, and they are anticipating over 72 bikes and 2,500 participants in attendance. A motion was made by Lozenski to fund the event with \$1,750. Ketterling seconded. Vote, motion passed. Jones and Sahli abstained.

1:30pm – Scott Kuck with the Aberdeen Swim Club requested \$3,500 for the Winter High Point Meet that was held in Aberdeen January 24 & 25. While the event was not as well attended as previous years, the club felt it was because the event had been pushed back a few weeks, and there were other tournaments going on the same weekend. A motion was made by Grismer to fund the Swim Club with \$2,750. Lozenski seconded. Vote, motion passed.

2015 Meeting Dates & Sites

Metz informed the board that all dates and sites have been set for meetings in 2015. A list was included for each board member to place on their calendar.

2015 Marketing Update

Metz informed the board of updates for the 2015 Peak Season. Click Rain will start on a campaign plan, and work with Production Monkeys to begin creative work, once the plan has been set. Metz will inform the board of the campaign for 2015 when details become available. Advertising is scheduled to start mid-March, or first week of April.

Million Dollar Bird Final:

Metz informed the board that the Million Dollar Bird Drawing was well attended with over 82 people in attendance. People enjoyed the drinks, foods, and prizes; and stayed for quite a while after the event was over. Metz gave a report on the cost per hunter for this season. The Hotel Alliance spent \$60,000 on the campaign, which was 19% of their income for the year. Over 47,000 hunters saw the campaign, which equaled \$1.27 per transaction. The group agreed to change the plans for 2015 hunting season, and create a rewards program for hunters coming to the Aberdeen area.

Other Business:

Metz informed the board of the Vienna Choir Boys and Culturefest evaluation forms included in the notes. Moore informed the board of final triple B numbers for 2014, which were over \$1 million. The board agreed to send flowers to Lynn Landers on the death of his father. Metz thanked the board for all the work they did this year for Rooster Rush, which helped Aberdeen win the Cacklin' Community Award at the tourism conference. Metz took down requests for tickets to the Community Champion's luncheon coming up February 10. The Hotel Alliance will purchase a table for the board attendees, as well as a ticket for Emmett Lenihan from Pheasants Forever.

Adjourn:

Barrus adjourned the meeting.