



**Board of Directors**  
**Tuesday, February 17, 2015**  
**12pm – AmericInn**

**Present:**

Sabrina Metz, Heather Sahli, Michelle Jones, Christi Barrus, Kari Lozenski, Diana Ketterling, Randy Grismer and Carrie Welk. Guests: Jason Welk, Jenna Rasmussen, Lynn Karrigan.

**Excused:**

Chris Podoll, Eric Vetter, Mark Remily, Brenda Moore, and Bryana Darling.

**Call to Order:**

The meeting was called to order by Barrus.

**Approval of January 2015 Minutes:**

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

**Approval of January 2015 Financials:**

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

**Check Presentations:**

NSU Soccer  
Disc Golf  
Swim Club  
ABATE

**Presentations:**

12:15pm – John Osborn with Village Bowl requested \$2,000 for the Native Plains Bowling Tournament scheduled for March 5-7<sup>th</sup> in Aberdeen. This is the 53<sup>rd</sup> year for the tournament, but the first year the tournament has been funded by the bowling alley. A motion was made by Sahli to fund the event for \$1,500 which would go to the prize jackets. Seconded by Lozenski. Vote, motion passed.

12:30pm – Julie Johnson, the lobbyist for the Aberdeen Hotel Alliance, discussed updates at the 2015 Legislative session via phone. Key points of this session include minimum wage, the tourism budget, the

highway bill, habitat funds, and the Deadwood gaming issue. Johnson has been corresponding via email on various issues that pertain to the AHA's scope of work. She will inform the group if any new information needs to be addressed.

12:45pm – Mark Kolb with the SD Senior Olympic Games requested \$7,500 for the 2015 and 2016 games to be held in Aberdeen. A group in Aberdeen bid on the event and secured it for the next two years. This year the games will take place during Labor Day weekend, and in 2016 those who qualify at the event will be able to attend nationals. South Dakota is an open state so anyone can participate in the games, as long as they are over 49 years of age. A motion was made by Grismer to fund 2015 games with \$3,500 and to fund the 2016 games with \$4,000 for a total of \$7,500. Seconded by Welk. Vote, motion passed.

1:00pm – Click Rain presented the 2015 peak season marketing strategy. The group is still working on percentage increases for the campaign goals but will focus on a new landing page, display banners, remarketing, paid search, pre-roll video and a social media element. The total budget is estimated at \$68,375. The board agreed to have Click Rain move forward in the efforts for the 2015 peak season.

1:45pm – Metz presented on behalf of Wally Mosbrucker who was requesting \$1,500 for the Bull Riding Classic coming to Aberdeen April 17-18. A motion was made by Welk to fund the event with \$500 including the full page ad in the program. Seconded by Grismer. Vote, motion passed.

#### **SD Tourism Information Centers FAM Tour:**

Metz informed the board that South Dakota Tourism Information Centers will be coming to Aberdeen on May 1 to do a familiarization tour of the area and needs rooms for their staff to stay at during the visit. In total the group needs 20 double rooms, and 4 single rooms that can be split across hotels. The board said they would look at their room counts and see what each group could give for comp rooms. Metz informed the board she would email them the information so they could look at it when they got back into their offices.

#### **Other Business:**

Metz told the board that she would be attending Aberdeen Day in Pierre on behalf of the AHA and the CVB. She encouraged them to look at the SIC codes, and the CVB activity report. Grismer informed the Board that SD Snow Queen had purchased a bus which would save them close to \$4,000 in fees for the 2016 festival. Barrus requested that Metz reach out to the Aberdeen Soccer Association about filling out an application for funding.

#### **Adjourn:**

Barrus adjourned the meeting.