



**Board of Directors
Tuesday, March 17, 2015
12pm – Dakota Event Center**

Present:

Sabrina Metz, Heather Sahli, Michelle Jones, Diana Ketterling, Mark Remily, Brenda Moore, Bryana Darling, Randy Grismer, and Jason Welk.

Excused:

Chris Podoll, Eric Vetter, Christi Barrus, Kari Lozenski, Jenna Rasmussen, and Carrie Welk.

Call to Order:

The meeting was called to order by Jones.

Approval of February 2015 Minutes:

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

Approval of February 2015 Financials:

Motion by Welk to approve financials. Seconded by Ketterling. Vote, motion passed.

Check Presentations:

SD Senior Games

Presentations:

12:15pm – Todd Thorson with the Aberdeen Aqua Addicts requested \$5,000 for the 'Escape to the Lake' event that will be held August 21-23 at Dahme Lake. This event is for handicapped skiers. The group is estimating the cost to run the event would be around \$12,000-\$13,000. Grismer made a motion to fund the event with \$5,000. Welk seconded. Vote, motion passed.

12:30pm – Sonje Oban and Tina McLeod presented a request to fund the Brown County Fair with \$25,000. This year, there will be a Christian rock band on Wednesday night which will be a dry concert to entice more families and children to attend the event. There was discussion on the number of years the AHA has funded the BCF, and it was requested that Metz explain to them that the board would

eventually like to wean the group off of funding. A motion was made by Grismer to fund the event with \$15,000. Welk seconded. Vote, motion passed.

12:45pm – Metz discussed an upcoming event to be held at the Shrine Center. Brat Pack Radio, an 80's Pop Rock cover band will be performing April 25th. Brent Brandt with the Downtown Association is bringing in the group to see what kind of response they get, and hopes to eventually have a concert series this summer for the downtown area. Welk made a motion to fund the event with \$1,000. Grismer seconded. Vote, motion passed.

1:00pm – Travis Schaunaman and Kelly Mensen with Production Monkeys presented 3 creative banner ads for the 2015 peak season marketing campaign. The group discussed the options, and chose the third design, which has the flexibility to rotate pictures on the banner ad. Metz reviewed the timeline for other elements of the campaign on behalf of Click Rain. Production Monkeys reviewed the outline for the new website design. The board suggested 2 clicks or less to get to the pertinent information. Production Monkeys will review the changes with Click Rain and the campaign should launch the end of April.

1:45pm – Julie Johnson, the lobbyist for the Aberdeen Hotel Alliance, discussed the 2015 Legislative session. Key items from this session include youth minimum wage, the tourism budget, the highway bill, habitat funds, and the Deadwood gaming issue.

Other Business:

Metz requested the board review the SIC and BBB numbers, as well as the CVB activity report. Moore reviewed the SD Opportunity Group recommendations. The board discussed NSU suspending their wrestling program, and the impact that would have on AAU wrestling in Aberdeen.

Adjourn:

Jones adjourned the meeting.