



Board of Directors
Tuesday, May 19, 2015
12pm – Ramada

Present:

Sabrina Metz, Heather Sahli, Michelle Jones, Diana Ketterling, Bryana Darling, Mark Remily, Brenda Moore, Jason Welk, Kari Lozenski, Jenna Rasmussen, and Christi Barrus. Guest: Jennifer Woracek.

Excused:

Chris Podoll, Eric Vetter, Randy Grismer, and Carrie Welk

Call to Order:

The meeting was called to order by Barrus.

Approval of April 2015 Minutes:

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

Approval of April 2015 Financials:

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

Check Presentations:

NSU Foundation (Wrestling & Barnett Center)
NESD Celtic Faire
Dacotah Soccer Cup

Presentations:

12:15pm– Janet Lehman with SD Fairs & Celebrations requested \$1,000 for the upcoming convention November 19-21 at the Ramkota in Aberdeen. Occasionally, we will get the Zone 4 convention in Aberdeen, when it is our turn in the rotation. Lehman is requesting the funds to help pay for a second speaker during the events, and the costs that are associated with it. Motion made by Jones to fund the event with \$500. Seconded by Welk. Vote, motion passed.

12:30pm – Stacy Braun with the Aberdeen Area Arts Council requested \$9,000 for Storybook Land Festival. This will be the 10th year for the event, however, there will be not continuing education class this year. The group has added a movie night on Saturday, which went over well last year, so they will continue that for this year. A motion was made by Sahli to fund the event for \$6,500. Seconded by Lozenski. Vote, motion passed.

12:45pm – Stacy Braun with the Aberdeen Area Arts Council requested \$7,500 for the 40th Anniversary of Arts in the Park. They are adding new activities this year including an Artist's in Action, Taste of

Aberdeen Brew Off, and additional entertainment. A motion was made Sahli to fund the event with \$2,520. Seconded by Darling. Vote, motion passed.

1:00pm – Michelle Podoll with the Hub Area 4-H Rodeo requested \$3,000 for the upcoming rodeo on the 4th of July weekend. The event itself costs \$24,000 to run, and \$17,000 is needed after registration fees are collected. A motion was made by Lozenski to fund the event with \$1,500. Discussion ensued. A motion was made by Welk to fund the event with \$2,500. Lozenski resended her motion, and seconded for \$2,500. Vote, motion passed.

1:30pm – Brent Brandt and Heidi Appel with the Downtown Association requested \$12,000 for their upcoming summer concert series. This will be a 3 concert event; one each month during the summer on a Thursday night, to be held in the Dacotah block of downtown Aberdeen. A motion was made by Welk to fund the event with \$5,000. Seconded by Ketterling. Vote, motion passed.

1:45pm – Metz presented information on Peak Season Marketing with Click Rain. She also discussed the planning stage of hunting season, and informed the board that a hunting campaign strategy will be presented at the next board meeting.

Other Business:

Metz presented a request for \$1,000 to fund the Guide Dogs of America Pheasant Hunt that will take place the 2nd weekend of hunting season. The Machinists Union in Aberdeen puts on the hunt, and all proceeds go to Guide Dogs of America. A motion was made by Jones to fund the group with a \$1,000 sponsorship. Seconded by Darling. Vote, motion passed. Moore handed out information about the new TravelSouthDakota.com website and requested that those hotels that do not currently have their information on the site, to get an account, and add their information. Metz informed the board of SIC codes, the 2014 annual report, and that a 3rd flight has been added for hunting season.

Adjourn:

Barrus adjourned the meeting.