



Board of Directors
Tuesday, June 16, 2015
12pm – Ramkota

Present:

Sabrina Metz, Heather Sahli, Michelle Jones, Diana Ingram, Bryana Darling, Randy Grismer, Brenda Moore, Kari Lozenski, and Carrie Welk.

Excused:

Chris Podoll, Eric Vetter, Jenna Rasmussen, Jason Welk, Mark Remily, and Christi Barrus.

Call to Order:

The meeting was called to order by Jones.

Approval of May 2015 Minutes:

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

Approval of May 2015 Financials:

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

Check Presentations:

Storybook Land Festival, Arts in the Park, Hub Area 4H Rodeo, SD Fairs & Celebrations, & Aberdeen Downtown Association.

Presentations:

12:15pm – Rocky Burkett with NSU Wrestling thanked the board for their contribution to the wrestling program, and spoke briefly about changes happening with the organization.

12:30pm – Eric Ellifson with Click Rain presented the numbers for the peak season marketing campaign and discussed the shoulder season marketing strategy.

1:00pm – Metz informed the board of the SDPB report for the 2013-2014 sponsorship of a reporter in the NE area of South Dakota. Overall, 14 stories were specific to the Aberdeen area. The board decided we not continue funding this effort.

Other Business:

Metz informed the board of SIC codes, BBB income, and the CVB Activity Report. Metz asked if the \$125 meal stipend per meeting was still adequate. The board discussed, and Grismer made a motion to increase the meal expense to \$200 starting July 1. Seconded by Ingram. Vote, motion passed.

Adjourn:

Jones adjourned the meeting.