



**Board of Directors
Tuesday, April 19, 2016
12pm – Holiday Inn Express**

Present:

Jacque Ohleen Kallhoff, Heather Sahli, Michelle Jones, Sarah Kuntz, Randy Grismer, Kari Lozenski, and Jerry Glatt.

Excused:

Chris Podoll, Jen Ohare, Bryanna Darling, Donna Wahlfeldt, Jason Welk, and Mark Remily.

Call to Order:

The meeting was called to order by Sahli.

Approval of March 2016 Minutes:

Motion by Grismer to approve minutes. Seconded by Lozenski. Vote, motion carried.

Approval of March 2016 Financials:

Motion by Jones to approve minutes. Seconded by Grismer. Vote, motion carried.

Pictures:

Aberdeen Curling Club
Aberdeen Parks & Recreation(SBL 40th)

Presentations:

12:45pm – June Thompson and Katie Oliver with Dakota Running Irons requested \$5,000 for their Brown County Fair Shoot in August 2016. They are hoping with more payouts they can attract more riders and get more attention for Aberdeen. They would like to be able to hold more shooting events and clinics here. A motion was made by Grismer to fund the event with \$5,000. Seconded by Jones. Vote, motion carried.

1:00pm – Derek Ricci with the Brown County Fair requested \$25,000 for the 2016 Brown County Fair scheduled for August 15-21 at the fairgrounds. He presented a plan explaining his idea for expanding the Kid Zone as well as a fair ticket bundle. The ticket bundle would include the fair tickets and the hotel stay. He is trying to get more people to attend events earlier in the week with the convenience of having all arrangements taken care of with a package deal. A motion was made by Jones to fund the event with \$15,000. Seconded by Kuntz. Vote, motion carried.

Click Rain Marketing Presentation

A phone conference was held with Click Rain to discuss updates to the 2016 Peak Season Marketing Plan. The group has been working with Production Monkeys and should be ready in about a week to move to the next phase and launch. They are working on the Surprise and Delight campaign and will be getting coupons printed once the final decisions are made on participating vendors. They are currently looking at Twist Cone and SBL rides and concessions. In the 3rd week of May there will be a new video shot to be used on Instagram and other social media. They will continue to keep in touch with Jacque while Sabrina is out.

Other Business:

Ohleen Kallhoff discussed event evaluation, SIC codes, BID II collections, and the CVB activity report.

Adjourn:

Sahli adjourned the meeting.