



**Board of Directors
Tuesday, May 17, 2016
12pm – Towne Place Suites**

Present:

Jacque Ohleen Kallhoff, Heather Sahli, Michelle Jones, Sarah Kuntz, Kari Lozenski, Jerry Glatt, Bryanna Darling, Donna Wahfeldt, and Casey Weismantel.

Excused:

Chris Podoll, Randy Grismer, Jason Welk, and Mark Remily.

Call to Order:

The meeting was called to order by Sahli.

Approval of April 2016 Minutes:

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

Approval of April 2016 Financials:

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

Pictures:

Arts in the Park
Storybook Land Festival
NSU Foundation
Aberdeen Driftbusters

Presentations:

12:45pm – Dan Cleberg with Fallout Creative Community requested \$2,000 for the Fallout Art & Music Festival which is scheduled for September 2-3. He explained the history of the group and how it's grown into the event it is today. He would like assistance for the festival which will be held downtown for 2 evenings with various activities, art vendors and artists. A motion was made by Jones to deny funding for the event. Seconded by Wahfeldt. Vote, motion carried.

1:00pm – Paula Jensen with Dakota Resources requested \$5,000 for the RuralX Summit which will be held July 19-20 at the Dakota Event Center. This is a first time event in SD and seeks to build rural confidence, create lasting networks, and inspire action in our communities now and into the future. They are hoping to have about 300 people in Aberdeen. A motion was made by Darling to fund the event with \$2,500. Seconded by Lozenski. Vote, motion carried. Also of note, Wahfeldt voted no on the amount and Sahli and Jones abstained from the vote.

1:15pm- Michelle Podoll with Hub Area 4-H Rodeo requested \$3,000 for the 2016 Rodeo. It will be held July 1-3 at the Akkerman Arena. This is the 3rd year for the rodeo and most of the participants travel from all over the state to take part in the event. A motion was made by Wahfeldt to fund the event with \$2,500 and specifying it as arena sponsorship. Seconded by Jones. Vote, motion carried.

1:30pm- Brent Brandt with the Downtown Association requested \$10,000 for the Summer Concert Series. They are expanding to five concerts this summer beginning in June and ending in October. They are free to the public and held on Main Street. The August concert will be paired with the colleges as a way to engage the return of college students and new college kids to town. A motion was made by Wahfeldt to fund the event \$1,000. There was no second. There was a motion made by Darling to fund the event \$2,000. Seconded by Lozenski. 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 just launched the Vacation like Royalty campaign on Monday. It was viewed on Aberdeenfun.com and everyone was impressed with what they saw. In the first day and a half, there were already 69 registrations which was impressive. They are also working on a Facebook ad, display ad, and finishing up with pre-roll video. The Surprise and Delight coupons are done and will be delivered to Jacque any day. Those will be dispersed to the hotels to hand out to the guests as they see fit.

Other Business:

Ohleen Kallhoff discussed event evaluation, SIC codes, BID II collections, and the CVB activity report. Weismantel briefly touched on an email that he had gotten from high school activities about the need for rooms during State Cheer and Dance and the cost of the rooms. It is being held in October during hunting season. It was stressed to all work together to help out and do what we can to keep these activities in Aberdeen.

Adjourn:

Sahli adjourned the meeting.