



Board of Directors
Tuesday, July 19, 2016
12pm – Ramkota

Present:

Michelle Jones, Heather Sahli, Kari Lozenski, Jerry Glatt, Donna Wahfeldt-Leonard, Randy Grismer, Jacque Ohleen Kallhoff, Laura Ptacek, and Casey Weismantel.

Excused:

Chris Podoll, Bryana Darling, Jen O'hare, Sarah Kuntz, Jason Welk, and Mark Remily.

Call to Order:

The meeting was called to order by Sahli.

Approval of June 2016 Minutes:

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

Approval of June 2016 Financials:

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

Pictures:

Brown County Fair
Circus Amateur Baseball

Presentations:

12:45pm – LaToya Egwuekwe-Smith with Buffenbarger-Walworth Pheasant Hunt & Trapshoot requested \$5,000 for the 3rd annual hunt which is scheduled for October 21-23. She explained the history of the group and how they've helped many with funding for Guide Dogs of America. They would like assistance for the weekend. A motion was made by Jones to not fund the event. 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/Shoulder Season Marketing Plan. They presented an update on the "Vacation like Royalty" campaign that is reaching the end. Overall, it has been well received and they are happy with results. Eric & Paige rolled out the new fall hunting campaign that they had been working on so far. My Great Hunting Place and My SD Wingman are a couple of the themes that they have been tossing around as the Million Dollar wording has run its course. Everyone still wants to giveaway a prize trip to come to Aberdeen and hunt, stay in a hotel, eat, gun, etc. They will continue to work on the details and present at the next meeting. Click

Rain staff is also coming to Aberdeen to meet with the CVB staff and will discuss a few more things once in Aberdeen.

Other Business:

Work session to make suggestions and changes to the existing funding request process. It was discussed and decided to change the policy on the funding application requests from six months in advance to three months in advance. Applicant must complete the Event Evaluation Recap Form and return it within 15 days at the close of the event. The AHA reserves the right to withhold up to 50% of the total funding amount until applicant completes this form. The Board reserves the right to limit funding to no more than 50% of cash contributions raised by the requesting organization. Event support will not be considered without an itemized budget or proposal from the requesting entity to show the financial need. More to be considered as time allows.

Adjourn:

Sahli adjourned the meeting.