

**GOVERNOR’S TOURISM ADVISORY BOARD MEETING**

Tuesday, April 11, 2017, 3:00 pm MST

Deadwood, South Dakota

Draft Agenda

3:00 pm Tour Sanford Lab Visitor Center

Billie Bierle

160 West Main Street

Lead, SD

4:30 pm Tour Deadwood Welcome Center

Lee Harstad

1 - 99 Siever Street

Deadwood, SD

5:00 pm Dinner on your own



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Wednesday, April 12, 2017, 8:30 am MST

Deadwood, South Dakota

Draft Agenda

**SpringHill Suites**

**322 Main Street**

**Roosevelt 1 Room**

8:30 am Call Meeting to Order, **President Ted Hustead**

8:35 am Tourism Board Member Reports

9:00 am Regional Director Reports

**Jacquie Fuks, Southeast SD Tourism Association**

**Rosie Smith, Glacial Lakes and Prairies Tourism Association**

**Michelle Thomson, Black Hills and Badlands Tourism Association**

9:15 am Welcome from **Chuck Turbiville, Mayor of Deadwood**

9:20 am Updates from **Lee Harstad, Deadwood Chamber and Visitors Bureau**

9:35 am Mount Rushmore National Memorial, **Acting Chief of Interpretation and Education**, **Blaine Kortemeyer**

9:50 am Jewel Cave National Memorial**, Chief of Interpretation, Bradley Block**

10:05 am Minuteman Missile National Historic Site, **Superintendent Eric Leonard**

10:20 am Wind Cave National Park, **Acting Superintendent Steve Thede**

10:35 am Badlands National Park, **Chief of Resource Education, Christine Czazasty**

10:45 am Custer State Park and Spearfish Canyon Project Updates, **Matt Snyder, Custer State Park**

11:00 am New Structure, New Teams, and Strategic Plan, **Secretary Jim Hagen**

11:10 am Global Marketing and Brand Strategy Update, **Mike Gussiaas and Thad Friedeman, Tourism**

11:30 am Social Media Update, **Stephanie Palmer, Tourism**

11:40 am Denver Travel Show and Pheasant Fest, **Austin Kaus, Tourism**

11:50 am Global Media and Public Relations Update, **Katlyn Richter, Tourism**

12:00 pm Working Lunch

12:10 am Industry Outreach and Development Update, **Kirk Hulstein, Tourism**

12:20 pm National Travel and Tourism Week, **Natasha Bothun, Tourism**

12:30 pm Updates on Global Travel and Trade, **Cole Irwin, Tourism**

12:40 pm VEP Program Updates**, Mike Gussiaas, Tourism**

1:00 pm Welcome Center Updates, **Wanda Goodman and Nate Johnson, Tourism**

1:10 pm Secretary‘s Recap, **Secretary Jim Hagen**

1:30 pm Meeting Adjourned