

**GOVERNOR’S TOURISM ADVISORY BOARD MEETING**

**Wednesday, September 13, 2017, 1:30 pm**

**Sioux Falls, South Dakota**

**Tentative Agenda**

**Comfort Inn and Suites**

**3721 West Avera Drive**

**Sioux Falls, SD 57104**

**605.275.9577**

1:30 pm Meet in lobby of Comfort Inn and Suites

1:35 pm Bus Departs Comfort Inn and Suites for tour of Sioux Falls newest area attractions led by Sioux Falls CVB Director **Teri Schmidt** and staff

4:40 pm Return to Comfort Inn and Suites

Dinner on your own



**GOVERNOR’S TOURISM ADVISORY BOARD MEETING**

**Thursday, September 14, 2017, 8:30 am**

**Sioux Falls, South Dakota**

**Agenda**

**Great Plains Zoo & Delbridge Museum of Natural History**

**KELOLAND Education Center**

**805 South Kiwanis**

**Sioux Falls, SD 57104**

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

8:35 am Welcome and Sioux Falls Updates from **Teri Schmidt**, Sioux Falls CVB

8:45 am Tourism Board Member Reports

9:05 am Regional Director Reports

**Karen, Kern,** South Dakota Missouri River Tourism Association

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

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

**Ryan Freiz, President and Kris Frerk, Vice President,** Southeast

SD Tourism Association

9:25 am Meet the Marketing Agencies – **Jim Hagen**

**Lawrence and Schiller**

**MMGY**

**Miles**

10:00 am Strategic Plan, Macy’s, New Staff, Updates, **Secretary Jim Hagen**

10:10 am Global Media and Public Relations Update, **Katlyn Richter and Keegan Carda, Tourism**

10:25 am Global Marketing and Brand Strategy Update, **Mike Gussiaas and Thad Friedeman, Tourism**

10:45 amVEP Program Updates, **Mike Gussiaas, Tourism**

11:00 am Great Plains Zoo & Delbridge Museum of Natural History Presentation, **Dave Haan, Nicole Bruning, and Kylee Breems**

11:10 am Guided Tour of Great Plains Zoo & Delbridge Museum of Natural History

12:30 pm Working Lunch

12:40 pmSocial Media Update, **Stephanie Palmer, Tourism**

12:50 pm Updates on Global Travel and Trade, **Cole Irwin, Tourism**

1:00 pm Industry Outreach and Development Update, **Kirk Hulstein, Tourism**

1:10 pm Tourism Conference, **Wanda Goodman, Tourism**

1:20 pm Welcome Center Updates, **Wanda Goodman, Tourism**

1:30 pm Secretary‘s Recap, **Secretary Jim Hagen**

1:40 pm Meeting Adjourned