

**Governor’s Tourism Advisory Board Minutes**

**Sioux Falls, South Dakota**

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

**September 14, 2017, 8:30 a.m.**

Board Present Others Present

Stan Anderson Rosie Smith, Glacial Lakes and Prairies Tourism

John Brockelsby Karen Kern, Missouri River Tourism

Ted Hustead Ryan Freiz, Southeast South Dakota Tourism

Ann Lesch Kris Frerk, Southeast South Dakota Tourism

Carmen Schramm Scott Lawrence, Lawrence and Schiller

Frank Smith Carrie Biondi, Lawrence and Schiller

Kristi Wagner Laura Mitchell, Lawrence and Schiller

Steve Westra Erin Weinzettel, Lawrence and Schiller

Kim Lennox, MMGY Global

Tourism Staff Present Alana Patton, MMGY Global

Keegan Carda Rachael Root, Miles Partnership

Thad Friedeman Jennifer Duncan, Miles Partnership

Wanda Goodman Terri Schmidt, Sioux Falls CVB

Mike Gussiaas Jackie Wentworth, Sioux Falls CVB

Jim Hagen Krista Oversack, Sioux Falls CVB

Kirk Hulstein Dave Haan, Great Plains Zoo and Delbridge

Cole Irwin Museum

Harla Jessop Nicole Bruning, Great Plains Zoo and Delbridge

Stephanie Palmer Museum

Katlyn Richter Kylee Breems, Great Plains Zoo and Delbridge

Museum

Meeting was called to order by President Ted Hustead. Ted thanked the Sioux Falls CVB for the warm hospitality shown to the Tourism Board members when hosting the group on the tours yesterday.

Teri Schmidt, Sioux Falls CVB

* Teri welcomed the group and thanked the Tourism Board for visiting Sioux Falls
* Sioux Falls is very busy and we have growth going on all over the city
* Visitation to Falls Park is up 6,900 YTD over last year with July being the busiest month thus far
* Sales and conventions are booked until 2025
* Sioux Falls area is excited to have Garth Brooks and his fans in Sioux Falls later this month

**Reports from Board Members**

Frank Smith

* Walleye in Frank’s area are down but even with drought and fishing cycle as it is, traffic continues to come making it a pretty good year
* We need to promote the fish that are good like bass and keep fishermen coming
* Walleyes will be back later and as long as they get fish will come back year after year
* In June of 2018 having a Bass Masters tournament
* Pheasant hunting will be down this year but the hunters are coming just for the fun of hunting

John Brockelsby

* Lots of fun things happening at Reptile Gardens
* Reptile Gardens numbers through Labor Day appear to be up just a bit
* USA today ran a Reader’s Choice Award and Reptile Gardens ended up #1 in South Dakota
* Reptile Gardens is listed in the 2017 Guinness Book of World Records as having the largest reptile collection. They have two full pages in the book.
* This year when the start date for the rally was changed it affects 14 days not 10 days like other years
* We need to find a way to get the word out to vacationers that early days of rally visitors will not be affected by rally goers

Stan Anderson

* Wall area had a good year and business appears to be steady
* After last year’s record year are pretty happy about that
* Rally timeframe was down for everyone

Steve Westra

* Hegg Companies own five properties with four in Sioux Falls and one in Rapid City
* Things have been good and pleased with how year has been
* Events like Garth Brooks and Pheasant Fest are great for area because it gets people here
* Once people get to South Dakota and get in touch with our hospitality they will return
* Steve does feel like AirBnB is having an effect on occupancy rates

Kristi Wagner

* Visited with gentleman and have 173 AirBnB’s in Custer area alone
* Not all adhere to paying taxes on it so numbers appear down
* Mascots were taken to a Shriners event out of state and they were a hit

Ann Lesch

* Camping has been strong in the northeast area
* They are coming for longer stays and spending more than one night more than other years
* Most of covered wagon camping reservations are already full for 2018
* Ann met more families taking the kids and traveling for a year on the road than any other year
* DeSmet area occupancy rates are down
* State Fair had strong numbers this year but Huron area numbers are down below 2015 numbers
* Non-Meandering water temporary solution did help boost occupancy numbers and hopes long term solution can be found
* DeSmet was recipient of a Bush grant this year

Carmen Schramm

* Camping has been good in Yankton area this year
* Lewis and Clark visitation is up 2% this year and up 10% at Visitor’s Center
* Lakeside rentals have doubled from last year
* Dakota Territory museum is moving to old Meade museum opening in Spring 2018
* The sports complex is expanding with 24,000 square foot addition
* A new hotel is being built by the Yankton mall
* The Yankton Chamber has a unique partnership with Omaha Mall that is working great to distribute their literature

Ted Hustead

* Wall Drug numbers appear to be up 3% in August and up 2% year to date
* J1 Visa is concern for those needing workers
* Badlands campground has been up all year
* Badlands Visitor center is up 113,762 year to date
* Hotels in Wall had comparable year other than during rally

**Reports from Regional Directors**

Karen Kern, Missouri River Tourism Association

* Plan to attend the same sport and travel shows as last year
* Plan on doing a big promotion on the 2018 Bass Tournament
* We continue to put a positive spin on hunting and fishing
* Dignity has a lot of visitors up to 2,000 per day
* The paddle boat is new to Pierre and they are helping them along
* Regional marketing grants:
* Helped Chamberlain make a brochure and encouraged Dignity visitors to stop and see what else Chamberlain has to offer
* Assisted Ft. Pierre centennial with video and posters

Rosie Smith, Glacial Lakes and Prairies Tourism Association

* Fishing and meandering waters issue had an impact on the area and a permanent fix is needed
* A Webster lodge was down 40% and that affects area restaurants, gas, rooms, etc.
* Campers were up 4%
* Aberdeen numbers were up 12% and Brookings numbers were up 9%
* More campgrounds are needed in her region
* Schade Winery is building a new tasting room in Volga
* Plan to attend the same sport shows as last year
* Looking forward to attending Pheasant Fest next year in Sioux Falls
* Grants have been provided to Brookings for the Great 8 Program

Mike Gussiaas for Michelle Thomson, Black Hills and Badlands Tourism Association

* Tourism index through July shows region is up .23%
* Taxable sales are up 4.85%
* National park recreational visits are up 2.53%
* Taxable sales are up 4.85%
* Hotel occupancy is down 1.42%
* Deadwood gaming is down 3.47%
* National Park Numbers as of August show Mt. Rushmore up 3.97% and Devils Tower up 13.77%

Ryan Freiz, Southeast South Dakota Tourism for Jacquie Fuks

* Lots of visitors from Wisconsin in their area as well as Minnesota, Illinois, and Indiana
* Ad placement in Midwest Living has been good and numbers are up 28%
* Camping has been huge to area providing that unique experience visitors are looking for
* Annual meeting will be held in October at Blood Run
* Working hard in Southeast area to move ahead and not where they have been

Kris Frerk, Southeast South Dakota Tourism for Jacquie Fuks

* Printed 25,000 Sportsman Guides
* Kayak guide has been great
* Working on ways to get kayakers to come uptown and visit
* Two new wineries in Garretson area
* O’ So Good is a new restaurant with an open kitchen and is attracting a lot of visitors to Garretson
* Watch the travel channel for three-hour series filmed at Devil’s Gulch

Agency Reports

Scott Lawrence – Lawrence and Schiller

* Showed short video
* Lawrence and Schiller is changing things up
* They have new creative staff to give South Dakota Tourism a fresh new outlook and redefine the experience

Kim Lenox and Alana Patton, MMGY Global

* Showed short video
* MMGY has inspired people for 35 years
* Domestic travel is on the rise by 85%
* Road trips are on the rise up 46%
* Up 9% year after year

Rachael Root, Miles Partnership

* Showed short video
* We are over the moon excited to be part of South Dakota Tourism
* Miles is focused on vertical travel
* We have 200 travel experts working with us
* Thank you for allowing us to work with you

Jim Hagen, Secretary of Tourism

* Jim shared some examples of price gouging this summer in the state and the negative reaction this illecits from our visitors

Katlyn Richter and Keegan Carda, Global Media and Public Relations Update

* The Global Media and PR team hosted several domestic and international journalists across the state from both major and niche publications
* The team hosted two press trips focused on family travel and outdoor adventure which have already generated 15 articles
* Media blitzes were held in Washington D.C., New York City, Denver and Minneapolis where the team made numerous great connections with journalists
* CBS Morning News will be featuring Mount Rushmore National Memorial on 9/17.

Dave Haan, Kylee Breems, Nicole Bruning, Great Plains Zoo and Delbridge Museum

* Dino-Roars exhibit is opening in January 2018
* Brown Bear is new exhibit opening in 2018 to include a meadow and underwater viewing area
* In 2020 or 2021 will have Roar of the Lions exhibit
* The staff provided the board and staff and guests with tour of the zoo

Mike Gussiaas, Global Marketing and Brand Strategy Update

* Web activity year to date up 3.70%, VG Requests from there up 10.38%.
* Digital marketing efforts tracked through one vendor who monitors about 52% of online inventory/activity generated 3,418 Flight Bookings, 16,939 Hotel Bookings for $4,637,188 in hotel revenue – a return on ad spend of $6.77 to $1.
* Traditional efforts reached over 144 million and peak co-op efforts generated over 171. 45 million more.
* Fall 2017 Campaign will run Aug. 21 – Dec. 31 in the primary markets of Minneapolis, Madison, Green Bay, Des Moines, Kansas City, Omaha, Cedar Rapids, Milwaukee, Chicago and Denver.
* Fall 2017 Community Co-op has seven partners and between all partners, has a reach goal of over 78 million.
* Brand USA Co-op efforts generated $290,862 in Expedia bookings, $239,635 of which was from spring multi-channel targeting western Canada.

Stephanie Palmer, Social Media Update

* Good Times, Great Places summer social media campaign was a success
* Sweepstakes entries up 79% from last summer’s campaign sweeps
* 189,537 social media engagements
* 26,417,279 social media impressions
* 20,047 email leads (69% YOY growth)
* Putting together fall #SeasonsofSoDak social media campaign

Cole Irwin, Updates on Global Travel and Trade

* Trade Show Recap
* Active America China
* International Roundup
* IPW D.C.
* Trade Shows/ Missions coming up
* Australian Mission (October 1-14)
* French Mission (November 4-12)
* OMCA (November 5-9)
* NTA (December 14-18)
* ABA (January 24-30)
* Past Trade Fam Tours
* IRU Post Fam (12 International Tour Operators explored the Missouri River and Black Hills Region)
* IPW Post Fam
* South Dakota MegaFam (10 European Tour Operators)
* Ongoing Projects
* Quarterly Global Trade Calls
* One Sheet Trade Show updates
* Hotel Training Seminar December 4th -5th
* Show enhancements
* International Guides
* In-Language pieces produced in French, Italian, German, Chinese and English
* Rocky Mountain International
* Organization including SD,WY, MT and ND
* Real America Rebranding
* Trip Report
* 2019 IRU in South Dakota
* Asian Markets
* Japanese Contract
* Chinese Contract

Wanda Goodman, Tourism Conference

* All three keynote speakers are hired and contracted
* Jay Baer will speak on Marketing
* Tami Evans is a motivational speaker, and
* Simon T. Bailey will speak on Customer Service
* Sponsorships are still being accepted for the conference
* New website for the conference is in progress. Working with Miles Partnership on the site, which should be live by the end of October.
* Registration flyer will go out in early November
* Evening events being discussed now, with more info to come as details come together

Wanda Goodman, Welcome Center Updates

* Shared the schematic designs for Homestead and Wilmot, as well as a conceptual look at the proposed layout for Valley Springs
* Shared the proposed timeline for each new welcome center; hope to begin construction on all three in spring, 2018, and re-open in spring, 2019
* Discussed the exhibits for the welcome centers, and the exhibits vendor, BLDG4 Fabrication. The first meeting with the vendor will be Oct. 11-12 in Sioux Falls.

James Hagen, Secretary Recap

* Secretary Hagen thanked the board and attendees for all of their hard work and support of the department and the industry
* He encouraged board members and attendees to be sure and reach out to the department with any questions or concerns they may have
* Secretary Hagen reminded everybody that the department is here to serve and to help
* He also asked the board and attendees to go to SDvisit.com to nominate industry members for the annual tourism conference awards
* Secretary Hagen shared with the board members that they would meet again in late November or early December to vote on tourism conference award nomination

Meeting was adjourned at 2:30 p.m.