**GOVERNOR’S TOURISM ADVISORY BOARD MEETING**

**Tentative Agenda**

**April 8, 2021 – 9:00 a.m. to 3:00 p.m., CST**

**Pierre Ramkota Convention Center – Amphitheater 1**

**Pierre, South Dakota**

9:00 a.m. Welcome - **President Kristi Wagner**

9:05 a.m. Opening comments and department updates - **Secretary Jim Hagen**

9:10 a.m. Tourism Board Member reports and regional updates - **Tourism Advisory Board**

9:40 a.m. Department updates - **Wanda Goodman**

9:45 a.m. Thoughts and reflections on 30 years in the department and the industry - **Chad Coppess**

9:50 a.m. State of the travel industry in South Dakota and the nation - **Kirk Hulstein**

9:55 a.m. Update from Mount Rushmore National Memorial – **Secretary Jim Hagen**

10:10 a.m. Update from Game, Fish and Parks Department - **Emily Kiel**

10:20 a.m. Update from Experience Sioux Falls - **Teri Schmidt**

10:30 a.m. Agritourism update - **Jacey Ellsworth**

10:45 a.m. Update from the South Dakota Visitor Industry Alliance - **Gwyn Wathen**

10:55 p.m. Update about the newly revamped Tourism Hospitality Program at Black Hills State

University - **Hans Nelson**

11:15 a.m. Update on Tribal Tourism - **Calvin Bloemendaal**

11:25 a.m. Update on Welcome Centers - **Nate Johnson**

11:35 a.m. Update from Badlands National Park - **Superintendent Mike Pflaum**

11:45 a.m. Lunch

12:15 p.m. Update from Global Media and Public Relations Team - **Katlyn Svendsen**

12:30 p.m.Update from Historic Deadwood - **Lee Harstad**

12:45 p.m. Update from Global Marketing Team - **Mike Gussiaas**

1:00 p.m. Update on TravelSouthDakota.com - **Ann DeVany**

1:10 p.m. Update from the Global Travel and Trade Team - **Cole Irwin**

1:25 p.m. Updates on social media - **Stephanie Palmer**

1:40 p.m. Update from Industry Outreach, Development and Research Team and

report on the DMO Marketing Relief Program - **Kirk Hulstein**

1:55 p.m. Update on Spring Hospitality Training and National Travel and Tourism

Week - **Bailey Carlsen**

2:05 p.m. Update on Industry Outreach Webinar slated for the week of April 19 - **Jim Hagen**

2:10 p.m. Open forum - **President Kristi Wagner and Secretary Jim Hagen**

2:45 p.m. Meeting Adjourn - **President Kristi Wagner**