



## GOVERNOR'S TOURISM ADVISORY BOARD MEETING

### Agenda

Wednesday July 14, 2021

10:00 am to 2:45 pm CT

Pierre Ramkota Pierre – Amphitheater 2  
Pierre, South Dakota

- 10:00 am Welcome and opening comments - **President Kristi Wagner**
- 10:05 am Opening comments - **Secretary Jim Hagen**
- 10:10 am Tourism Board Member reports - **Tourism Advisory Board**
- 10:30 am Department's strategic planning update - **Wanda Goodman**
- 10:35 am Update from Game, Fish and Parks Department - **Emily Kiel, Dept. of Game, Fish and Parks**
- 10:45 am Update from Lead Chamber of Commerce - **Sierra Ward**
- 11:00 am Agritourism work group update - **Kirk Hulstein**
- 11:05 am Update from the South Dakota Visitor Industry Alliance – **Tom Biegler**
- 11:10 am Update on South Dakota Native Tourism Alliance - **Calvin Bloemendaal**
- 11:15 am Update on latest travel and tourism research and forecasts - **Kirk Hulstein**
- 11:30 am Update from Global Media and Public Relations Team - **Katlyn Svendsen**
- 11:45 am Update from Vermillion CVB - **Megan Davidson**
- NOON – 12:30 pm Lunch (15-minute break after lunch)**
- 12:45 pm Meet Tourism's new Visual Assets Manager – **Byron Banasiak**
- 12:55 pm Update from Global Marketing and Brand Strategy Team - **Mike Gussiaas**
- 1:15 pm Update on South Dakota Electric Vehicle corridor designation - **Mike Behm, Dept. of Transportation / Kyrik Rombough, Dept. of Ag and Natural Resources**

- 1:25 pm Update from Global Travel and Trade Team - **Cole Irwin**
- 1:40 pm Update on tourism labor recruitment efforts - **Dawn Dovre, Dept. of Labor**
- 1:50 pm Update from Industry Outreach, Development and Research Team - **Kirk Hulstein**
- 2:05 pm Update on 2022 Governor's Conference on Tourism - **Bailey Carlsen**
- 2:15 pm Open forum - **President Kristi Wagner and Secretary Jim Hagen**
- 2:45 pm Meeting Adjourn - **President Kristi Wagner**