

**GOVERNOR’S TOURISM ADVISORY BOARD MEETING**

**Wednesday, March 27, 2019, 9 am**

**Capitol Lake Visitors Center**

**Pierre, South Dakota**

**DRAFT Agenda**

9:00 a.m. Call Meeting to Order, President Ivan Sorbel

9:05 a.m. Welcome and Update from Pierre CVB

Lois Ries, Pierre CVB Director

9:15 a.m. Tourism Board Member Reports

9:45 a.m. Regional Director Reports

Gary Keller, Southeast SD Tourism Association

Michelle Thomson, Black Hills and Badlands Tourism Association

9:55 a.m. VIA Update - Don South, President Visitor Industry Alliance (VIA)

10:25 a.m. Project Update - Deputy Secretary Wanda Goodman

1. 2019 Legislative Session Update
2. Tourism Talks Update
3. 2018 Annual Report Overview
4. Destination Capitol Hill Update
5. Family Travel Association Summit Update
6. Strategic Plan Update

10:40 a.m. Industry Outreach, Development and Research Update

1. Research Efforts – Kirk Hulstein
2. Industry Outreach and Development Efforts – Jacey Jessop
3. Online Hospitality Training Update – Jacey Jessop
4. Welcome Centers Construction and Season Update – Nate Johnson
5. National Travel and Tourism Week Update – Natasha Bothun
6. Statewide Hospitality Training Update – Natasha Bothun

11:20 a.m. Global Travel and Trade Update – Calley Worth

11:45 a.m. Break for Lunch

1:15 p.m. State Parks Update – Katie Ceroll, Parks Division Director

1:45 p.m. Global Media and Public Relations Update – Katlyn Richter and Stephanie Palmer

2:00 p.m. Global Marketing and Brand Strategy Update – Mike Gussiaas

2:30 p.m. TravelSouthDakota.com Update – Ann DeVany

2:40 a.m. Project Update from Secretary Jim Hagen

1. 2019 Industry Outreach and Marketing Update Overview
2. Macy’s Parade Update

2:45 p.m. Hot Topics Discussion/Open Forum – Ivan Sorbel and Jim Hagen

3:00 p.m. Meeting Adjourn