



Governor's Tourism Advisory Board Meeting

AGENDA

Wednesday & Thursday April 17-18, 2024

8:30 AM to 1:30 PM CT

South Dakota Military Heritage Alliance

Heritage Room

1600 W Russel St

Sioux Falls SD 57104

WEDNESDAY, April 17 – Meet in Ramkota Lobby

- 1PM-4PM Tour of Sioux Falls led by Teri Schmidt and Experience Sioux Falls Team. Pick up will be at the East parking lot of the Ramkota
- 6PM-8:30PM Board and Tourism Team Dinner [Da Da Gastropub](#)

THURSDAY, APRIL 18 – South Dakota Military Heritage Alliance

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| 8:30-8:35 AM | Call meeting to order, welcome, & opening comments – President Ann Lesch |
| 8:35-8:40 AM | Welcome and opening comments – Secretary Jim Hagen |
| 8:40-9:00 AM | Board Members' updates |
| 9:00-9:05 AM | 2024 Areas of Priority – Secretary Jim Hagen |
| 9:05-9:10 AM | Budget and revenue update – Deputy Secretary Wanda Goodman |
| 9:10-9:25 AM | Update from Great Plains Zoo and Butterfly House & Aquarium – Audrey Otto-Pepper |

- 9:25-9:35 AM Update from Tourism Coalition of South Dakota & the 2024 Legislative Session – **Tom Biegler and Justin Smith**
- 9:35-9:40 AM Destination Capitol Hill update – **Deputy Secretary Wanda Goodman**
- 9:40-10:00 AM Update from Sioux Falls Regional Airport – **Dan Letellier**
- 10:00-10:15 AM BREAK**
- 10:15-10:30 AM Welcome & update from Experience Sioux Falls – **Teri Schmidt**
- 10:30-11:00 AM Global Marketing update – **Mike Gussiaas**
- 11:00-11:15 AM Global Travel & Trade update – **Secretary Jim Hagen**
- 11:15-11:30 AM PR & Content Services update – **Katlyn Svendsen**
- 11:30-11:55 AM Industry Outreach, Development & Research update – **Kirk Hulstein**
- 12:00-12:30 PM Lunch**
- 12:30-12:40 PM Recap of 2024 Governor’s Conference on Tourism – **Bailey Tysdal**
- 12:40-12:45 PM Strategic Plan update – **Deputy Secretary Wanda Goodman**
- 12:45-1:00 PM Market Evaluation Study – **Love Communications**
- 1:00-1:30 PM Open Forum
- 1:30-1:35 PM Closing Comments – **President Ann Lesch & Secretary Jim Hagen**

Upcoming 2024-2025 meeting dates and locations:

July 10-11, 2024 – Fort Sisseton

October 9-10, 2024 – Murdo

December 5, 2024 – Pierre

January 2025 – Tourism Conference in Pierre

April 16-17, 2025 – Belle Fourche

July 16-17, 2025 – Brookings

October 8-9, 2025 – Lemmon