



**Tourism Advisory Board Meeting
AGENDA**

Wednesday & Thursday, April 16-17, 2025

**Wednesday – Belle Fourche tours: 2 PM MT to 4:30 PM / Dinner at Kristi
Wagner's 5:30 PM MT to 9:00 PM**

**Thursday – Board meeting at Branding Iron Steakhouse & Social Club: 9:00 AM
MT to 12:30 PM (lunch served)
19079 US-85, Belle Fourche, SD 57717**

9:00 to 9:05 AM - Welcome and opening remarks – President Ann Lesch and
Deputy Secretary Wanda Goodman

9:05 to 9:10 AM - Welcome to Belle Fourche from Michaela Horn or
Brianna Bonnet

9:10 to 9:30 AM - Tourism Board updates

9:30 to 9:40 AM - Black Hills & Badlands Tourism Association update
Michelle Thomson

9:40 to 9:45 AM - Tourism Coalition of South Dakota update – Carmen Schramm

9:45 to 9:50 AM - Revenue updates - Deputy Secretary Wanda Goodman

9:50 to 9:55 AM - Destination Capitol Hill update – Deputy Secretary
Wanda Goodman

9:55 to 10:15 AM - Public Relations & Content Services – Ann DeVany,
Stephanie Spronk, Kortney Fethkenher, Miles Partnership and
Lou Hammond Group

10:15 to 10:35 AM - Global Travel & Trade – Cole Irwin

10:35 to 10:55 AM - Industry Relations, Development & Research – Kirk Hulstein,
Ciara Forest and Calvin Bloemendaal

10:55 to 11:30 AM - Global Marketing & Brand Strategy – Mike Gussiaas,
Erin Weinzettel, Ashley Worth, Alexa Dorn, Karsh Hagan and
Love Communications

11:30 to 11:35 AM - America 250 South Dakota commission and planned activities
update – Deputy Secretary Wanda Goodman

11:35 to 12 NOON - OPEN FORUM

LUNCH

Upcoming 2025 meeting dates and locations:

July 16-17, 2025 – Brookings

October 8-9, 2025 – Lemmon

Thursday, December 4, 2025 – Pierre

Tuesday, January 20, 2026 – Pierre