



**Governor's Tourism Advisory Board Meeting
AGENDA**

Wednesday & Thursday, April 22-23, 2026

Wednesday April 22, 2026

Mitchell tours: 12:45 PM to 4:00 PM CT

12:45 PM – Meet at Comfort Inn, 2020 Highland Way, Mitchell 57103

1:00 PM – Tours at Dakota Discovery Museum, McGovern Legacy Museum, and St. John's Bible

2:15 PM – Tour of the Corn Palace and time to visit the Corn Palace Gift Shop

3:15 PM – Tour at the Mitchell Prehistoric Indigenous Archaeological Site & Museum, including an atlatl demonstration

Thursday April 23, 2026

Board meeting at

The Depot, 210 S. Main Street, Mitchell, SD 57301

8:30 AM to 1:00 PM CT (lunch served)

8:30 to 8:35 AM Welcome – **President Caleb Arceneaux and Secretary Jim Hagen**

8:35 to 8:40 AM Welcome from Mitchell CVB – **Keelie Konfrst**, Mitchell CVB Executive Director

8:40 to 9:00 AM Tourism Board updates

9:00 to 9:10 AM Tourism Coalition of South Dakota update – **Carmen Schramm**

9:10 to 9:15 AM Budget & Revenue updates – **Hallie Willey**

9:15 to 9:30 AM PR and Content Services update / Websites update –
Katlyn Svendsen & Ann DeVany

9:30 to 9:45 AM Global Travel and Trade update – **Cole Irwin**

9:45 to 10:00 AM 2026 Mount Rushmore Fireworks celebration update –
Deputy Secretary Wanda Goodman

10:00 to 10:10 AM BREAK

10:10 to 10:20 AM Industry Outreach update – **Kirk Hulstein**

10:20 to 10:40 AM Great Face & Great Place Program / Recap Tourism
Conf findings/survey / Brainstorm break-out session
topics, speakers, etc. for 2027 Tourism Conf / NTTW &
SCSS updates – **Bailey Tysdal**

10:40 to 10:55 AM Review of new ROI & Resident Sentiment studies /
Further insights into focus groups – **Calvin
Bloemendaal**

10:55 to 11:15 AM Marketing update – **Mike Gussiaas**

11:15 AM WORKING LUNCH

11:30 to 11:35 AM Recap of RFP process – **Secretary Jim Hagen /
Thoughts from Carmen Schramm, Ann Lesch and
Vice President Val Rausch**

11:35 to 11:40 AM Quick discussion future board meeting sites –
Secretary Jim Hagen

11:40 to 12:05 PM OPEN FORUM

12:05 PM Closing Comments – **President Caleb Arceneaux and
Secretary Jim Hagen**

Upcoming 2026 meeting dates and locations:

July 15-16, 2026 – Box Elder

October 7-8, 2026 – Milbank

December 2-3, 2026 – Pierre