



Governor's Tourism Advisory Board Meeting
AGENDA
Wednesday, April 12, 2023
8:30 AM to 3:30 PM MT
Spearfish Canyon Lodge -Glendoris Banquet Room
10619 Roughlock Falls Road – Lead, SD 57754

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| 8:30 – 8:35 AM | Call meeting to order, welcome, & opening comments – President Carmen Schramm |
| 8:35 – 8:40 AM | Welcome and opening comments – Secretary Jim Hagen |
| 8:40 – 8:45 AM | Industry members / General public introductions – President Carmen Schramm |
| 8:45 – 8:55 AM | Welcome & comments about Spearfish- Visit Spearfish President & CEO – Mistie Caldwell |
| 8:55 – 9:10 AM | Board members' reports |
| 9:10 – 9:25 AM | Updates from the Black Hills & Badlands Executive Director – Michelle Thomson |
| 9:25 – 9:30 AM | Fiscal update – Hallie Getz |
| 9:30 – 9:40 AM | Consumer sentiment and research update – Kirk Hulstein |
| 9:40 – 10:10 AM | Global Marketing & Brand Strategy Team update – Mike Gussiaas, Erin Weinzettel and Ashley Worth |
| 10:10 – 10:20 AM | BREAK |
| 10:20 – 10:30 AM | Global Media & Public Relations Team update – Katlyn Svendsen |
| 10:30 – 10:40 AM | Social media update – Stephanie Palmer |

10:40 – 10:50 AM	Global Travel & Trade Team update – Cole Irwin
10:50 – 11:05 AM	Industry Outreach, Development and Research Team update <ul style="list-style-type: none"> • Jacey Ellsworth – Agritourism update • Calvin Bloemendaal – South Dakota Native Tourism Alliance update • Bailey Carlsen – Legislative update / 2023 Gov's Conference recap and 2024 Gov's Conference on Tourism update • Mandy Lemmel – Welcome Centers update
11:05 – 11:10 AM	2022-2025 Strategic Plan updates – Deputy Secretary Wanda Goodman
11:10 – 11:20 AM	2023 Legislative Session recap – Deputy Secretary Wanda Goodman & Bailey Carlsen
11:20 – 11:25 AM	2023 Spring Hospitality Training update – Bailey Carlsen
11:25 – 11:30 AM	2023 National Travel & Tourism Week update – Bailey Carlsen
11:30 – NOON	Marketing agencies' reports <ul style="list-style-type: none"> • Karsh-Hagan • Love Communications • Lou Hammond Group
NOON – 12:45 PM	BREAK & LUNCH
12:45 – 12:50 AM	Visitor Industry Alliance update – Tom Biegler
12:50 – 1:05 PM	Rapid City Regional Airport update – Patrick Dame
1:05 – 1:20 PM	Mount Rushmore National Memorial update – Superintendent Michelle Wheatley
1:20 – 1:35 PM	Jewel Cave National Monument update – Superintendent Kevin Tillman
1:35 – 1:50 PM	Wind Cave National Park update – Superintendent Leigh Welling
1:50 – 2:05 PM	Badlands National Park & Minuteman National Historic Site updates – Superintendent Eric Veach
2:05 – 2:20 PM	Black Hills National Forest updates – Deputy Forest Supervisor Toni Strauss
2:20 – 2:35 PM	Custer State Park update – Superintendent Matt Snyder
2:35 PM	Open forum

