

**GOVERNOR’S TOURISM ADVISORY BOARD MEETING**

**Tentative Agenda**

September 5 - 6, 2018

De Smet, South Dakota

**September 5, 2018**

 3 p.m. Tours (arranged Ann Lesch)

 7 pm Dinner (arranged by Ann Lesch)

 Everyone will pay for their own dinner.



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De Smet, South Dakota

**Meeting Location:**

**De Smet Event and Wellness Center**

**705 Wilder Lane**

**De Smet, SD 57231**

**September 6, 2018**

 8:30 am Call Meeting to Order, **President Ivan Sorbel**

 8:45 am Tourism Board Member Reports

 9:30 am Regional Director Reports

 **Karen Kern,** South Dakota Missouri River Tourism

**Gary Keller,** Southeast SD Tourism Association

**Rosie Smith,** Glacial Lakes and Prairies Tourism Association

**Michelle Thomson,** Black Hills and Badlands Tourism Association

 9:50 am Opening Remarks, **Secretary Jim Hagen**

10: 10 am Updates, Deputy Secretary, Wanda Goodman

10:20 am Global Marketing and Brand Strategy Updates, **Mike Gussiaas, Tourism**

10:40 am Industry Outreach and Development Updates, **Kirk Hulstein, Tourism**

11:10 am Global Media and Public Relations Updates, **Katlyn Richter, Tourism**

11:25 am Global Travel and Trade Updates**, Cole Irwin, Tourism**

11: 35 am Secretary‘s Recap, **Secretary Jim Hagen**

11:40 am Public Comment

11:45 am Open Forum

12:00 noonMeeting Adjourned