



**Governor's Tourism Advisory Board Meeting**

**AGENDA**

**Thursday December 1, 2022**

**10:00 AM to 12:30 PM CST**

**Dolly Reed Plaza-Lower Level Conference Room**

**711 E Wells Ave, South Dakota 57501**

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|----------------|---|
| 10:00-10:05 AM | Welcome and opening comments from <b>President Carmen Schramm</b>   |
| 10:05-10:10 AM | Welcome and opening comments from <b>Secretary Jim Hagen</b>  |
| 10:10-10:30 AM | Board members' reports  |
| 10:30-10:35 AM | VIA update – <b>Tom Biegler</b>   |
| 10:35-11:00 AM | Update on transition to new marketing agencies: <ul style="list-style-type: none"><li>• Traditional marketing, email, digital – <b>Mike Gussiaas</b></li><li>• Public Relations – <b>Katlyn Svendsen</b></li><li>• Social – <b>Stephanie Palmer</b></li></ul>   |
| 11:00-11:10 AM | Industry Outreach Update – <b>Kirk Hulstein</b>   |
| 11:10-11:20 AM | Global Travel & Trade Team update - <b>Cole Irwin</b>   |
| 11:20-11:25 AM | Strategic Plan updates, <b>Wanda Goodman</b>  |
| 11:25-11:30 AM | 2023 Legislative update – <b>Bailey Carlsen &amp; Deputy Secretary Wanda Goodman</b>  |
| 11:30-11:35 AM | 2023 Tourism Conference update – <b>Bailey Carlsen</b>  |
| 11:35-11:40 AM | DMO Marketing Assistance Grant Program – <b>Secretary Jim Hagen</b>   |
| 11:40-12:00 PM | LUNCH and Voting on Tourism Conference awards <ul style="list-style-type: none"><li>• Mickelson Award</li><li>• A.H.Pankow Award</li><li>• Norbeck Excellence in Tourism Innovation Award</li><li>• Governor's Rising Star Award</li><li>• Ben Black Eld Award</li><li>• Ziolkowski Awards (The winner will be chosen by each Tourism Region)</li></ul> |
| 12:00-12:30 PM | <b>OPEN FORUM</b>   |
| 12:30-12:35 PM | Closing thoughts from <b>President Schramm and Secretary Hagen</b>  |