

Governor's Tourism Advisory Board Meeting

AGENDA

Wednesday, December 5, 2024

11:00 AM to 2:00 PM CT

Dolly Reed Plaza-Main Floor Conference Room

711 E Wells Ave – Pierre SD 57501

- 11:00-11:05 AM Call meeting to order, welcome, & opening comments – **President Ann Lesch**
- 11:05-11:10 AM Welcome and opening comments – **Secretary Jim Hagen**
- 11:10-11:20 AM Updates from board members
- 11:20-11:25 AM Budget update – **Hallie Willey**
- 11:25-11:30 AM Industry Relations update – **Kirk Hulstein**
- 11:30-11:35 AM Public Relations update – **Katlyn Svendsen**
- 11:35-11:40 AM Global Travel & Trade update – **Cole Irwin**
- 11:40-11:50 AM Marketing update – **Mike Gussiaas**
- 11:50-11:55 AM Tourism Conference update – **Bailey Tysdal**
- 11:55-12:20 PM Break for Lunch
- 12:20-12:40 PM Tourism Awards background and voting:
- George S. Mickelson Award – **Bailey Tysdal**
 - Peter Norbeck Excellence in Tourism Innovation Award – **Deputy Secretary Wanda Goodman**
 - Governor's Rising Star Award – **Secretary Jim Hagen**
 - A.H. Pankow Award – **Katlyn Svendsen**
 - Ben Black Elk Award – **Secretary Jim Hagen**

- Ziolkowski Awards – Quick update (voted on by the regions) – **Deputy Secretary Wanda Goodman**
- Cacklin' Community of the Year Award – **Thad Friedeman**
- Rally Rush Rumbly' Community of the Year Award – **Thad Friedeman**

12:40-1:00 PM Open Forum – **President Ann Lesch**

1:00 PM Closing comments – **President Ann Lesch & Secretary Jim Hagen**

Upcoming 2025 meeting dates and locations:

January 21-23, 2025 – Tourism Conference in Pierre

April 16-17, 2025 – Belle Fourche

July 16-17, 2025 – Brookings

October 8-9, 2025 – Lemmon