

**GOVERNOR’S TOURISM ADVISORY BOARD MEETING**

**Agenda**

Wednesday, April 18, 2018, 9:00 am MT

Custer South Dakota

**Meeting Location:**

**Custer Corral/Mount Rushmore Brewing Company**

**140 Mount Rushmore Road**

**Custer, SD 57730**

9:00 am Call Meeting to Order, **President Ivan Sorbel**

9:05 am Welcome and Updates from **Dave Ressler**, Custer Chamber of Commerce

9:15 am Tourism Board Member Reports

10:00 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

10:20 am Mount Rushmore National Memorial, Superintendent, **Cheryl Schreier**

10:40 am Missouri National Recreational River, Interpretation and Education, **Dugan Smith**

11:00 am Jewel Cave National Monument, Chief of Interpretation, **Bradley Block**

11:20 am Minuteman Missile National Historic Site, Superintendent, **Eric Leonard**

11:45 am Wind Cave National Park,Superintendent**,** **Vidal Davila**

12:00 pm Break for Lunch

12:30 pm Badlands National Park, Superintendent, **Michael Pflaum,**

12:45 pmCuster State Park Updates,Visitor Services Program Manager**, Kobee Stalder**

1:00 pm Update and Report on 2018 Legislative Session, **Secretary Jim Hagen**

1:10 pmVIA Engagement and Welcome Center Updates, **Wanda Goodman, Tourism**

1:25 pm Updates on Global Travel and Trade**, Alexa Steiner, Tourism**

1:35 pm Strategic Plan Update, **Secretary Jim Hagen and Wanda Goodman**

1:45 pm Global Marketing and Brand Strategy Update, **Mike Gussiaas, Tourism**

2:05 pm Social Media Update, **Stephanie Palmer, Tourism**

2:10 pm Global Media and Public Relations Update, **Katlyn Richter and Keegan Carda, Tourism**

2:20 pm Industry Outreach and Development Update, **Kirk Hulstein and Neil Wagner, Tourism**

2:35 pm Travel Show and Pheasant Fest, **Thad Friedeman, Tourism**

2:45 pm Tourism Conference Recap and National Travel and Tourism Week, **Natasha Bothun, Tourism**

2:55 pm VEP Program, SDVisit.com and TravelSouthDakota.com Updates**, Mike Gussiaas and Ann DeVany, Tourism**

3:15 pm Research Updates Travel Indicators and Forecast, **Kirk Hulstein, Tourism**

3:30 pm Secretary‘s Recap, **Secretary Jim Hagen**

3:45 pm Meeting Adjourned

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**TOURS**

Thursday, April 19, 2018, 8:00 am MT

Custer South Dakota Area

8:00 am Depart Hotel

8:30 am Tour Jewel Cave

10:00 am Depart for Crazy Horse

10:30 am Arrive at Crazy Horse

12:00 pm Depart Crazy Horse for home