



Governor's Tourism Advisory Board Meeting

AGENDA

Wednesday & Thursday July 10-11

8:30 AM to 12:30 PM CT

Fort Sisseton Historical State Park

11907 434th Ave

Lake City, SD 57247

WEDNESDAY, July 10

- 8:30 AM-11:30 AM Roundtable -Refuge Retreat Clubhouse (Tourism team only)
711 N Lancelot Drive
Aberdeen SD 57401
- 2:00 PM-4:00 PM Tour of Fort Sisseton Historical State Park
11907 434th Ave
Lake City SD 57247
Meet at the North Barracks
- 6:30 PM-8:30 PM Board and Tourism Team Dinner at Mavericks
720 Lamont Street South
Aberdeen 57401

THURSDAY, July 11

- 8:30-8:35 AM Call meeting to order, welcome, & opening comments –
President Ann Lesch and Secretary Jim Hagen
- 8:35-9:00 AM Board Members' updates

- 9:00-9:05 AM Tourism Coalition of South Dakota update – **TBD**
- 9:05-9:10 AM Budget and revenue update – **Deputy Secretary Wanda Goodman**
- 9:10-9:15 AM 2022-2025 Strategic Plan update – **Deputy Secretary Wanda Goodman**
- 9:15-9:30 AM Industry Outreach, Development and Research update – **Kirk Hulstein**
- 9:30-10:00 AM Global Marketing update – **Mike Gussiaas**
- 10:00-10:15 AM BREAK**
- 10:15-10:30 AM Global Media and Content Services update – **Ciara Rounds or Katlyn Svendsen**
- 10:30-10:45 AM Global Travel & Trade update-**Cole Irwin**
- 10:45-10:50 AM TravelSouthDakota.com– **Ann DeVany**
- 10:50-10:55 AM Scenic Drives and Inspiration Guides updates – **Secretary Jim Hagen**
- 10:55-11:00 AM 2025 Governor’s Conference on Tourism update and Forever 605 online training update – **Bailey Tysdal**
- 11:00-10:30 PM Open Forum
- 11:30-11:35 PM Closing Comments – **President Ann Lesch & Secretary Jim Hagen**
- 11:35-12:00 PM **LUNCH**

Upcoming 2024-2025 meeting dates and locations:

- October 9-10, 2024 – Murdo**
- December 5, 2024 – Pierre**
- January 21-23, 2025 – Tourism Conference Pierre**
- April 16-17, 2025 – Belle Fourche**
- July 16-17, 2025 – Brookings**
- October 8-9, 2025 – Lemmon**