



**Tourism Advisory Board Meeting
AGENDA**

Wednesday & Thursday, July 16-17, 2025

Wednesday – Brookings tours: 2 PM to 4:30 PM CT

2:00 PM Tour of the Oscar Larson Performing Arts Center

**3:30 PM Tour of the newly renovated Fishback Bank & Trust Arena
(formerly Frost Arena)**

3:40 PM Tour of the Dana J Dykhouse Stadium

Some of the Visit Brookings board members will join the tour. The facilities are all across the street from one another, so it will be easy to walk from one to the next. The exact timing might vary slightly but we will plan to start at 2 and end at 5.

Dinner at Pheasant Restaurant and Lounge, 726 Main Ave South 6:30 PM

Thursday – Board meeting at Children's Museum of South Dakota

521 4th St, Brookings, SD 57006

8:30 AM to 12:00 PM (lunch served)

8:30 to 8:35 AM – Welcome and opening remarks – President Ann Lesch and Secretary Jim Hagen

8:35 to 8:50 AM – Welcome and Brookings update – Kerrie Vilhauer, Director of Marketing & Communications at the Children's Museum of South Dakota

8:50 to 9:00 AM – Tourism Board updates

9:00 to 9:10 AM – Tourism Coalition of South Dakota update – Carmen Schramm

9:10 to 9:15 AM – Department personnel update – Secretary Jim Hagen

9:15 to 9:20 AM – Budget update – Hallie Willey

9:20 to 9:30 AM – Research update – Calvin Bloemendaal

9:30 to 9:50 AM – Industry Relations update – Kirk Hulstein

9:50 to 10:05 AM – Global Travel and Trade update – Cole Irwin

10:05 to 10:15 AM – BREAK

10:15 to 10:35 AM – Public Relations & Content Services update – Katlyn Svendsen

10:35 to 11:00 AM – Global Marketing update – Mike Gussiaas

11:00-11:15 AM – Game, Fish and Parks update – Nick Harrington, Communications Mgr.

11:15-11:30 AM – Black Hills Energy's electrical Power outage plan update – Gwyn Wathen

11:30 – NOON – Open Forum

NOON – Catered lunch and depart

Upcoming 2025 meeting dates and locations:

October 8-9, 2025 – Lemmon

Thursday, December 4, 2025 – Pierre

Upcoming 2026 meeting dates and locations:

Tuesday, January 20, 2026 – Pierre

April 22-23, 2026 – Mitchell

July 15-16, 2026 – Box Elder

October 7-8, 2026 – Milbank

December 2-3, 2026 – Pierre