



Governor's Tourism Advisory Board Meeting

AGENDA

Thursday, June 29, 2023

8:30 AM to 12:00 PM CST

Aberdeen Capitol Theatre

415 S Main St, Aberdeen, South Dakota 57401

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| 8:30 – 8:35 AM | Welcome and opening comments from President Carmen Schramm |
| 8:35 – 8:40 AM | Welcome and opening comments from Secretary Jim Hagen |
| 8:40 – 8:50 AM | Welcome and updates from Aberdeen CVB – Casey Weismantel |
| 8:50 – 9:05 AM | Board members' reports |
| 9:05 – 9:15 AM | Update from Wylie Park and Storybook Land – Mark Hoven & Dawn Thorstenson |
| 9:15 – 9:25 AM | Update from Game, Fish & Parks Regional Supervisor and Fort Sisseton Historic State Park Manager – Willy Collignon & Ali Tonsfeldt |
| 9:25 – 9:30 AM | Fiscal Update – Hallie Willey |
| <i>Deeper dive into our marketing initiatives/campaigns: Mike Gussiaas, Global Marketing & Brand Strategy Director / Lauren Corna, VP, Karsh Hagan / Camille King, Creative Director, Karsh Hagan</i> | |
| 9:30 – 9:40 AM | Update on Stewardship campaign |
| 9:40 – 9:50 AM | Update on Sturgis Rally campaign |
| 9:50 – 10:00 AM | BREAK |

- 10:00 – 10:10 AM Update on new filming – Yankton and Deadwood areas
- 10:10 – 10:15 AM Update on OUTSIDE magazine partnership
- 10:15 – 10:35 AM Update on niche campaigns – Passports, labor recruitment, Native American, Arts, fishing & hunting
- 10:35 – 10:45 AM Latest research on consumer sentiment, bookings, booking windows – **Kirk Hulstein**
- 10:45 – 10:50 AM Update from Lou Hammond Group – **Campbell Levy**
- 10:50 – 11:15 AM Break out & brainstorming discussion on changing up future board meeting agendas / Report findings from breakouts
- 11:15 – 11:25 AM Open Forum
- 11:25 – 11:30 AM Closing thoughts from **President Schramm & Secretary Hagen**
- 11:30 – 11:55 AM Quick tour of the Capitol Theater
- 12:05 – 1:00 PM LUNCH at *Market on the Plaza* (Right across the street from the Aberdeen Capitol Theater – go upstairs)**
- 1:00 – 2:00 PM Tour the Dacotah Prairie Museum
- 2:15 – 3:15 PM Tour Storybook Land and Wylie Park with **Dawn Thorstenson**,
Afternoon snack at Storybook Land
- 5:00 – 6:30 PM Board and Team Dinner – Dempsey's Pizza – 1023 South Main Street
- 7:00 – 8:30 PM Aqua Addicts Show - 3301 S Hwy 281, Aberdeen, SD 57401