



**Governor's Tourism Advisory Board Meeting
DRAFT AGENDA
Monday, June 27, 2022
10:30 AM to 3:00 PM CST
Ramkota Hotel & Convention Center
920 East Sioux Avenue, Pierre, South Dakota**

- 10:30 – 10:35 AM Welcome and opening comments from **President Carmen Schramm**
- 10:35 to 10:40 AM Welcome and opening comments from **Secretary Jim Hagen**
- 10:40 to 11:00 AM Board members' reports
- 11:00 to 11:20 AM Regional Tourism Directors' reports
- 11:00 to 11:05 AM **Michelle Thomson**, Black Hills & Badlands Tourism Association
 - 11:05 to 11:10 AM **Rosie Smith**, Glacial Lakes & Prairies Tourism Association
 - 11:10 to 11:15 AM **Lyssa Bruzelius**, SD Missouri River Tourism
 - 11:15 to 11:20 AM **Kasi Haberman**, Southeast South Dakota Tourism Association
- 11:20 to 11:30 AM Meet the new marketing agencies / Comments from **President Schramm, Vice President Lesch, and Secretary Jim Hagen**
- 11:30 to 11:40 AM **KARSH HAGAN**
- **Tracy Broderick**, President
 - **Lauren Corna**, Co-Director, Account Service
- 11:40 to 11:50 AM **LOU HAMMOND GROUP**
- **Ivie Parker**, President – Denver

- 11:50 to 12:00 PM **TWO by FOUR**
- **Matthew Johnson**, VP & Chief Marketing Officer
 - **Samantha Rasnak**, Account Director
- 12:00 to 12:10 PM **LOVE COMMUNICATIONS**
- **Jeremy Chase**, VP, Business Development
- 12:10 to 12:45 PM **LUNCH BREAK / BREAK**
- 12:45 to 1:00 PM Game, Fish and Parks update, **Chris Peterson**
- 1:00 to 1:15 PM Global Media and Public Relations report (including Social), **Katlyn Svendsen & Stephanie Palmer**
- 1:15 to 1:30 PM Global Travel and Trade update, **Cole Irwin & Alexa Dorn**
- 1:30 to 1:50 PM Industry Outreach and Development update, **Kirk Hulstein**
South Dakota Native Tourism Alliance update, **Calvin Bloemendaal**
Agritourism update, **Jacey Ellsworth**
Welcome Centers' update, **Nate Johnson**
2023 Tourism Conference update, **Bailey Carlsen**
- 1:50 to 2:00 PM Consumer research report (Travel sentiment / YTD Travel Indicators / Forecast), **Kirk Hulstein**
- 2:00 to 2:25 PM Global Marketing and Brand Strategy update, **Mike Gussiaas, Erin Weinzettel & Ashley Worth**
- 2:25 to 2:30 PM Strategic Plan update, **Wanda Goodman**
- 2:30 to 2:35 PM Leadership Training update, **Wanda Goodman**
- 2:35 to 3:00 PM OPEN DISCUSSION
Date for next Board meeting, **Jim Hagen**
Closing thoughts – **President Schramm, Vice President Lesch, Jim Hagen**