

**SOUTH DAKOTA STATE BRAND BOARD  
MINUTES PUBLIC HEARING  
October 3, 2024**

The South Dakota State Brand Board convened at 11:21 a.m. CT on Thursday, October 3, 2024, at the MacKay Building, Conference Room One, 800 Governors Drive, Pierre, South Dakota. The delay in the meeting start time was due to technical difficulties in connecting to Zoom conferencing.

The purpose of the meeting was to conduct a public hearing on the proposed rules of the South Dakota State Brand Board numbered §§ 12:10:02:25, 12:10:02:34 to 12:10:02:36 inclusive, adopted under the authority of SDCL 40-18-16 and 40-02-4.1.

Board members in attendance: Scott Vance, Lyle Spring, Haven Stuck and Jake Longbrake.

Brand Board staff in attendance: Debbie Trapp, Matt Clair, and Bob Haivala.

Others in attendance in person or by Zoom: Cindy Longbrake, Charles Spring, Doris Lauing, Amber Haskew, Olivia Waggoner.

Pres. Vance called the meeting to order.

Motion by Stuck to adopt the agenda, second by Spring. Motion carried.

Pres Vance stated the notice of public hearing was published in accordance with rules and statutes, rules were reviewed by Legislative Research Council for style, form and legality and recommendations made. Bureau of Finance and Management has reviewed and signed off on the fiscal note.

**Written Testimony:**

Pres. Vance read the testimony received from:

Kempton Olney

Opponent

Philip SD

Received September 23, 2024

Testimony regarding §12:10:02:25

Summary of the written testimony: Fairness of higher fees, Use of the fee, Impact on horse owners; Statewide inspections rather than increase in fee.

**Oral Testimony:**

None.

Doris Lauing, SD Stockgrowers, asked where the Notice of Public Hearing had been published. Director Trapp provided the names of the five newspapers where notice was published and stated the notice was also posted on the Brand Board's website and Facebook page.

The Board discussed additional revenue the fee change could generate, how the additional revenue would be used, date of prior fee increase, and possible date the fee could go into effect.

Motion by Spring to adopt rule 12:10:02:25 as proposed with the LRC style and form changes, increasing the lifetime travel permit fee to \$40.00, second by Stuck. Motion carried with a unanimous vote.

Motion by Longbrake to adopt rules 12:10:02:34 to 12:10:02:36 inclusive, as proposed with the LRC style and form changes, second by Spring. Motion carried with a unanimous vote.

Hearing adjourned at 11:47 a.m. CT.

Respectfully submitted,

---

Debbie Trapp  
Executive Director  
SD State Brand Board