



Governor's Tourism Advisory Board Meeting

AGENDA

Wednesday & Thursday October 9-10, 2024

Wednesday 6:30-9 PM CT

Thursday 9:00 AM to 1:30 PM CT

County Sportsman's Club

105 Sports Street

Murdo SD 57559

WEDNESDAY, October 9 – Meet at Range Country Hotel

- 6:30-7:30 PM Guided tour to Grandview Gallery (Cristen Joy Photography) in Okaton (9 miles from Murdo) or guided tour to SugarCoated's Cookie Barn to paint one 1-2 sugar cookies (3 miles from Murdo)
- 7:30- 9 PM Buffalo Bar for drinks and food (for those wanting to eat)

THURSDAY, October 10 – County Sportsman Club (105 Sports Street)

- 9:00-9:05 AM Welcome & opening comments –**President Ann Lesch & Secretary Jim Hagen**
- 9:05-9:10 AM Welcome from **Ashley Geigle**- Murdo Economic Development
- 9:10-9:25 AM Tourism Board Updates
- 9:25-9:30 AM Update from Tourism Coalition of South Dakota– **Carmen Schramm**
- 9:30-9:35 AM Budget update – **Hallie Willey**

- 9:35-9:50 AM Industry Relations, Development & Research update –
Kirk Hulstein
- 9:50-10:05 AM Global Travel & Trade update – **Cole Irwin**
- 10:05-10:15 AM BREAK**
- 10:15-10:30 AM Global Public Relations & Content Services update –
Katlyn Svendsen
- 10:30-11:00 AM Global Marketing update – **Mike Gussiaas**
- 11:00-11:10 AM 2025 Tourism Conference update – **Bailey Tysdal**
- 11:10-11:15 AM America 250 South Dakota commission update - **Secretary Jim Hagen**
- 11:15-11:30 AM Open Forum
- 11:30-11:35 AM Closing Comments – **President Ann Lesch &
Secretary Jim Hagen**
- 11:35-12:30 PM Lunch**
- 12:30-1:30 PM Tour Pioneer Auto Museum

Upcoming 2024-2025 meeting dates and locations:

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