



**Tourism Advisory Board Meeting
AGENDA
Wednesday October 8, 2025**

**Wednesday- Board meeting at The Kokomo Inn-John Lopez Sculpture Gallery
304 Main Ave #1, Lemmon, SD 57638
8:30AM-10:30AM MT
10:30AM MT Tours**

8:30 to 8:35 AM – Welcome and call meeting to order – **President Ann Lesch**

8:35 to 8:40 AM – Welcome and opening comments – **Secretary Jim Hagen**

8:40 to 8:45 AM – Welcome and update from Lemmon Chamber of Commerce-
Executive Director Dave Johnson or Mayor Matt Barnes

8:45 to 8:50 AM – Department personnel update – **Secretary Jim Hagen**

8:50 to 8:55 AM – Budget update – **Hallie Willey**

8:55 to 9:15 AM – Tourism Board members' reports and questions to address:

- What were visitors saying to you this summer?
- Where were your visitors coming from?
- Are you seeing any difference in your visitors? Younger? Older? Families still a majority?
- What do they tell you they want to experience while in the state?
- Who are new voices and what are new stories that we should be sharing? Do you know of unique South Dakotans doing unique things that would make for an interesting story angle? We would love to utilize these kinds of stories when media pitching, developing long & short form videos.

- Do you have any ideas for future webinars we can host? Industry training needs?

From Gwyn: Not sure if we have this data yet, but we are paying attention to our booking window data, I'd be curious to see if hotels are seeing the same thing we saw thru August.

From Gwyn: Search vs Social / We saw a HUGE uptick in our search campaigns this year and outperformed our social campaigns by a mile. Booking window has a lot to do with this I think, did others see this in their campaigns?

9:15 to 9:25 AM – Latest numbers, research and focus group feedback – **Calvin Bloemendaal**

9:25 to 10:00 AM – 2026 Marketing deep dive – **Mike Gussiaas**

10:00 to 10:05 AM – 2026 Rose Parade update – **Secretary Jim Hagen**

10:05 to 10:10 AM – 2026 Tourism Conference update – **Deputy Secretary Wanda Goodman**

10:10 to 10:15 AM – 2026 Rushmore Fireworks update – **Deputy Secretary Wanda Goodman**

10:15 to 10:30 AM – OPEN FORUM

10:30 AM – Closing thoughts – **President Ann Lesch and Secretary Jim Hagen**

TOURS

10:30 AM Boss Cowman Square / Kokomo Sculpture Garden
306 Main Ave Lemmon SD

11:00 AM Petrified Wood Park
500 Main Ave Lemmon SD 57638

11:30 AM Wheeler Manufacturing
107 Main Ave Lemmon SD 57638

12:00 PM Grand River Museum
114 10th Street West Lemmon SD 57638

Upcoming 2025 meeting dates and locations:

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