



**Governor's Tourism Advisory Board Meeting
Wednesday and Thursday October 7-8, 2026**

**Oct. 7, 1:30 PM: Check in and meet at
The Abbey of the Hills Inn & Retreat Center
46561 147th Street, Marvin, SD 57251**

**2:30 PM to 4:30 PM CT: Tour of the Abbey
5:15 PM CT – Depart Abbey for dinner at Sodak Shores,
13514 Sodak Rd, Wilmot SD 57279:**

**Board Meeting
Oct 8, 8:30 AM to 12:00 PM (lunch provided)
The Abbey of the Hills**

8:30 to 8:35 AM Welcome – **Vice Pres. Val Rausch & Sec. Jim Hagen**

8:35 to 8:40 AM Welcome from The Abbey of the Hills Director – **Christopher Gromis**

8:40 to 8:45 AM Meet the new Glacial Lakes & Prairies Exec. Dir. – **Kecia Beranek**

8:45 to 9:30 AM Tourism Advisory Board updates

9:30 to 9:35 AM Tourism Coalition of South Dakota update – **Carmen Schramm**

9:35 to 9:40 AM Budget & Revenue updates – **Kirk Hulstein**

9:40 to 10:00 AM Industry Outreach, Development & Research Highlights – **Kirk Hulstein, Bailey Tysdal**

***Travel Indicators and peak season performance**

***Destination Development Program update**

***Industry Insider topics – need board input**

***2027 Tourism Conference update**

BREAK

10:10 to 10:25 AM Global Travel & Trade Highlights – **Cole Irwin**

10:25 to 10:40 AM Global Media & PR Highlights – **Katlyn Svendsen**

10:40 to 11:25 AM Deep dive: Marketing & brand strategy update and board input – **Mike Gussiaas & Miles Partnership**

11:25 to 11:30 AM Reset update – **Deputy Secretary Wanda Goodman**

11:30 to 11:35 AM New Strategic Plan – **Secretary Jim Hagen**

11:35 to 12:00 PM OPEN FORUM

12:00 PM Closing comments – **Vice President Val Rausch and Secretary Jim Hagen**

- **Lunch provided following the meeting**

Upcoming 2026 meeting dates and locations:

December 2-3 – Pierre

Upcoming 2027 meeting dates and locations:

January 19 – Pierre

April 14-15 – Vermillion

July 14-15 – Wall

October 13-14 – Watertown

December 2 – Pierre