**Governor’s Tourism Advisory Board Meeting**

**AGENDA**

**Thursday September 7, 2023**

**8:30 AM to 12:00 PM CST**

**Crossroads Hotel & Huron Event Center**

**100 4th Street SW Huron SD 57350**

8:30 – 8:35 AM Welcome and opening comments – **President Carmen Schramm**

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

8:40 – 8:50 AM Welcome and updates from Huron Chamber & CVB – **Laurie Shelton**

8:50 – 9:05 AM Board members’ reports

9:05 – 9:15 AMGlacial Lakes & Prairies Tourism Association update **– Rosie Smith**

9:15 – 9:20 AMVisitor Industry Alliance update – **Tom Biegler**

9:20 – 9:30 AMModifications to structure/new hire – **Secretary Jim Hagen**

9:30 – 9:40 AM TAP (Tourism Advertising Promotion) Grant update – **Deputy Secretary Wanda Goodman**

9:40 – 9:50 AMFiscal update **– Hallie Willey**

9:50 – 10:00 AM **BREAK**

10:00 – 10:15 AM Industry Outreach, Development & Research update – **Kirk Hulstein**

10:15 – 10:35 AM Global Marketing update – **Mike Gussiaas**

* **Late summer and fall efforts**
* **Rooster Rush**
* **Brand USA**
* **Forever 605**
* **New filming**
* **Sturgis Rally**

10:35 – 10:45 AM Global Media & Public Relations update – **Katlyn Svendsen**

10:45 – 10:50 AM Global Travel & Trade update – **Alexa Dorn**

10:50 – 11:15 AM 2024 Governor’s Conference on Tourism update – **Deputy Secretary** **Wanda Goodman**

11:15 – 11:25 AM Open Forum

11:25 – 11:30 AM Closing thoughts – **President Schramm** & **Secretary Hagen**

**REMINDER:** Next Board Meeting December 6 in Pierre

**11:45 – 12:45 PM LUNCH at *Huron Event Center* (Back of the room the meeting is in)**

1:00 – 2:00 PM SD State Fairgrounds including the new Dakota Events CompleX (The DEX)

2:15 – 3:00 PM Splash Central Waterpark/Central Park

3:15 – 3:45 PM Ravine Lake – Putters & Scoops

4:00 – 4:45 PM Cornerpost Winery