



Governor's Tourism Advisory Board Meeting

AGENDA

Wednesday, September 7, 2022

8:30 AM to 3:30 PM CST

THE LODGE at Lewis & Clark Resort

43496 Shore Drive, Yankton, South Dakota 57078

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| 8:30 – 8:35 AM | Welcome and opening comments from President Carmen Schramm |
| 8:35 – 8:40 AM | Welcome and opening comments from Secretary Jim Hagen |
| 8:40 – 8:50 AM | Welcome and updates from Yankton Tourism Director Jay Gravholt |
| 8:50 – 9:00 AM | Welcome and updates from SESD Tourism Association Executive Director Kasi Haberman |
| 9:00 – 9:20 AM | Board members' reports |
| 9:20 – 9:30 AM | Update from GF&P Regional Park Supervisor Jeff Van Meeteren |
| 9:30 – 9:40 AM | Update from Lewis & Clark Resort Operator Mike Grave |
| 9:40 – 9:50 AM | Update from Missouri National Recreational River U.S. Park Ranger (Interpretation) Dugan Smith |
| 9:50 – 10:00 AM | BREAK |
| 10:00 – 10:30 AM | Industry Outreach, Development and Research Team update <ul style="list-style-type: none">• Kirk Hulstein, Agritourism update• Calvin Bloemendaal, South Dakota Native Tourism Alliance update• Bailey Carlsen, legislative update / 2023 Gov's Conference on Tourism update• Mandy Lemmel, Welcome Centers update• Kirk Hulstein, Research update |
| 10:30 – 10:50 AM | Global Marketing & Brand Strategy Team update, Mike Gussiaas & Erin Weinzettel |

10:50 – 11:05 AM	Global Media & Public Relations Team update, Katlyn Svendsen, Stephanie Palmer & Ciara Forest
11:05 – 11:20 AM	Global Travel & Trade Team update, Cole Irwin & Alexa Dorn
11:20 – 11:30 AM	Strategic Plan and Leadership Training updates, Wanda Goodman
11:30 – 11:50 AM	OPEN FORUM
11:50 – NOON	Closing thoughts from President Schramm, Vice President Lesch & Secretary Hagen
NOON – 12:45 PM	LUNCH
1:00 – 2:30 PM	Tour of Lewis & Clark Resort
3:00 – 3:30 PM	Box Car Sweet Stop, 100 Douglas Avenue, Yankton, SD 57078