**Governor’s Tourism Advisory Board Meeting Minutes
Wednesday September 7, 2022, 8:30 AM to 1:30 PM CST
Lewis and Clark Resort
43496 Shore Dr, Yankton, SD 57078**

**Board Members**Ann Lesch
Julie Ranum
Carmen Schramm
Frank Smith
Caleb Arceneaux
Valentine Rausch
Ivan Sorbel

**Other Guests**

Adam Whalen

Allegra Sunday

Jonathan Smithgall

Amy Corbett

Jay Van Meeteren

Jeff Gravholt

Kasi Haberman

Dugan Smith

Mike Grave

**Tourism Staff**Jim Hagen
Wanda Goodman
Cole Irwin
Kirk Hulstein
Katlyn Svendsen
Mike Gussiaas
Bailey Carlsen
Hallie Getz
Byron Banasiak
Calvin Bloemendaal
Alexa Dorn
Stephanie Palmer
Ciara Forest
Mandy Lemmel
Chelsea LaLonde
Teresa Tople
Ashley Worth

President Carmen Schramm called the meeting to order and welcomed guests from Two by Four and Love Communications. She also welcomed Stephanie Moser, Yankton Mayor, Kasi Haberman from Southeast South Dakota Tourism.

Secretary Hagen welcomed the board and guests to Yankton. He thanked the mayor, Mike Graves, Board President Schramm, and representatives from the department’s marketing agencies for attending. He thanked the Tourism team for their hard work and shared with attendees that they would hear some great updates today from them

President Schramm asked each board member to give a brief report from their area.

**Ann Lesch – Ingalls Homestead, DeSmet**

* Numbers down from last year, but up from 2019
* Pageant was down this year
* August was down
* Fishing is good
* Seeing fewer large families and home schoolers

**Frank Smith – Gettysburg**

* Numbers down in Gettysburg
* Water went up 3 feet so that helped the fishing
* Three fishing tournaments this year in the area. Two in Mobridge and one in Gettysburg
* Pheasants are looking really good for the fall

**Carmen Schramm – Yankton**

* Her seasonal candy shop is doing really well, they will be moving to a larger location.
* Her help has been great. Young kids willing to work were great.

**Julie Ranum – Watertown**

* Numbers look good; July was down
* New ice arena is moving along
* New senior center downtown with living area above it
* Downtown is really growing
* 25th year anniversary of the Redlin Art Center
* Adding paintings back to the Art Center

**Ivan Sorbel – Pine Ridge**

* Adding more Powwows
* Working on getting the numbers up on the reservations as people don’t think they can visit since they were shut down during Covid, but they are back open for visitors
* The Living History Village went well but shut down early due to kids that were working went back to school

**Caleb Arceneaux – Black Hills / LIV Hospitality**

* Overall, things down about 6% this year for LIV’s businesses.
* LIV is building a new Events Center in Box Elder
* Box Elder is growing
* Rally was down in attendance, but overall good numbers

**Regional Tourism Director Report:**

**Kasi Haberman – Southeast South Dakota Tourism Association**

* New things she in launching or updating as she has taken over
* Industry newsletter
* New co-op with local radio station
* Tour of the town (goes to other communities to explore the region)
* Membership survey
* Referral Program
* New Website
* Rebrand
* Redesign Publications

**Speakers:**

**Jeff Van Meeteren – Game, Fish and Parks, Yankton**

* From Game Fish and Parks reported L&C is the largest campground in the state with 625 campsites in the area
* It’s been a good, solid year

**Mike Grave – Lewis & Clark Resort, Yankton**

* Lewis and Clark Resort has set a new record every month along with setting a new record every year
* Weekends are booked two years out
* People can book up to five years out now

**Jay Gravholt – Visit Yankton**

* It was a good summer-tourism numbers were up
* Music at the Meridian is doing well
* Took a new approach to advertising using the media (Radio Station)

**Stephanie Moser – Mayor of Yankton**

* Welcomed the group to Yankton
* Seven new soccer fields being built
* New museum in town
* $1.2 million donated to update the park

**Dugan Smith – Missouri National Recreational River**

* Has all new staff
* Visitation has been steady
* Working on getting more people to paddle the river
* Kayak down and ride bike back to starting point

**Katlyn Svendsen, Stephanie Palmer and Ciara Forest, Global Media and Public Relations**

Public Relations Efforts:

* July 2022 PR key metrics included 48 placements and 1 million impressions.
* The team coordinated two broadcast opportunities in July and August. In July, the team worked with Francesca Page on a Fox America morning show placement which resulted in 1.7 million viewers. The team also worked with Jeanenne Tornatore on a satellite media tour that resulted in her talking about South Dakota’s travel offerings in 15 markets reaching 2.5 million people.
* Lou Hammond Group is making trips to South Dakota to immerse their regional representatives in South Dakota. They have visited the northeast corner and in mid-September will be in central South Dakota. Black Hills and the southeastern corner will have upcoming visits.
* The team has coordinated several hostings over the course of the summer and have three upcoming domestic hostings. They also will be hosting a press trip for the Buffalo Roundup. International hostings have returned; the team coordinated several individual press trips and have four journalists coming for the Buffalo Roundup press trip.

Social Media Efforts:

* Unique content placements such as “try this then that” series and city guides have been performing well on our channels.
* Our social media manager is traversing the state in order to procure content for TikTok, a growing platform among our department’s channels.
* Labor Day Weekend, the team worked with “The Corn Kid” family to get him and his family to South Dakota. The effort has been successful not only on social media channels (resulting in a video viewed 7 million times and liked 1.2 million times), but also on our public relations efforts as well. As of 9/7/22, the human-interest story of Tariq coming to South Dakota and being proclaimed a “Corn-Bassador” garnered 150+ media placements with more than 200 million impressions. Top outlets covering the story included Good Morning America, People Magazine, Yahoo, The Skimm, The Today Show, The Hill and more.

**Cole Irwin, Global Travel and Trade update**

Product Expansion:

* Destination Immersion meetings-
	+ The Global Travel and Trade team will be visiting communities around the state and providing them with audits of motorcoach and international tours that come to their destinations.
	+ Will also get a better understanding of the product being offered around the state.
* Training Seminars:
	+ Working on bringing a receptive operator to SD to do a traveling panel (one on each side of the state) to educate businesses how to promote internationally and what channels to sell through.
* IITA Steps to Success Program:
	+ Education opportunity for attractions and hotels to learn basics and beyond on working with travel trade.

International Trip Report Stats:

* 16% increase in Tour Operators offering SD product YOY
* 8% increase in overnights offered in SD YOY
* 101 New bookable itineraries in SD.

Upcoming Tradeshows and Missions for FY23:

* Missions
	+ UK, Germany Benelux and Canada
* Tradeshows
	+ NTA, ABA, BrandUSA Travel Week, Go West Summit, IPW and IRU

Motorcoach Efforts

Workshops around the state (Tribal and Agritourism businesses)

* Tracking Project
* Product Audit

**Kirk Hulstein, Calvin Bloemendaal, Bailey Carlsen and Mandy Lemmel,**

**Industry Outreach and Development Team**

Agritourism

* Jacey has been on the road a lot lately and just returned from Vermont to attend a International Agritourism Conference
* Next week she will be taking her AgSD class on a tour of NE agritourism businesses
* They have two remaining workshops left as part of the two-year course
* The community hubs are going well and working with Fresh Produce for community branding
* They have enough funds to do another 18-month course with a new class
* We are already seeing success and showed an example of The Good Earth Farm in Lennox
* Jacey is continually attending meetings and events to talk about opportunities in Agritourism

Consumer Research Update

* Overall, spending and visitation is about even with last year but surpassing 2019. Spending is actually showing 10% growth but much of that is inflation.
* Park visitation is down slightly when combing day use and camping but camping units is even with last year
* Air Arrivals are fully recovered, and SF actually had an all-time record in July.
* SD is still in the top 10 in travel spending recovery.
* Looking at Hotel Performance, room nights were strong in the spring but soon declined in June/July with peak gas prices and inflation kicking in.
* We are seeing increased share of lodging going to Short Term Rentals. They now make up 24% of all lodging revenue in the state.

Travel Forecast

* Two segments still holding us back are the group travel business and international visitation
* Consumer sentiment is at extremely low levels much of this due to financial concerns. According to Tourism Economics, it is likely we will see a recession in 2023 but it will be a mild one and the travel industry will not likely feel as much of an impact as prior recessions.
* Gas prices are coming down and our hope is this will help boost some of the RV and empty nester audience who may take trips previously postponed due to high gas prices.

**Mike Gussiaas, Global Marketing and Brand Strategy**

* Global Marketing and Brand Strategy Director Mike Gussiaas shared the department’s shoulder efforts are well underway and will run through October. This year’s shoulder campaign totals $2.45 million and is inclusive of video, digital, audio, social and print. It’s expected to generate more than 182.2 million impressions.
* Gussiaas also reported since the campaign’s launch, web traffic is up 101% v. web activity from before launch. The growth is mainly in organic search and direct traffic. These two areas he shared are positive indicators of the campaign connecting with potential visitors, but the rate of booking activity associated is soft and in line with what Kirk Hulstein reported earlier on consumer sentiment being down nationally.
* Gussiaas next shared an update on the progress of onboarding our new agency partners and shared a sizzle reel from a late August shoot with Karsh Hagan for 2023 efforts.

**Wanda Goodman, Strategic Plan and Leadership Training**

* Presented a few highlights on strategic plan progress
	+ Prioritized all initiatives
	+ Working on a more formalized progress reporting system
* Gave brief update on the leadership training attended by all staff

Secretary Hagen thanked everybody for attending, including the Press & Dakotan. He shared the next board meeting would be in early December to vote on the annual Tourism Awards and the Spring Board meeting will be held in Spearfish in April 2023.  More details to come. Secretary Hagen thanked everybody for their support and wished them safe travels home.

Meeting adjourned around 1:30 PM, with a tour of the Lewis and Clark Resort following the meeting.