



Minutes: Keystone Chamber of Commerce Regular Meeting

Thursday May 9th, 2024 - 10:00 AM - 12:00 PM

Keystone Ramada Inn [East Office - Conference Room] and Virtually

*Event planning meeting to immediately follow the Chamber meeting for those able to attend.

*Advise the President of potential conflicts of interest with any agenda item prior to meeting.

Virtual Meeting Info: meet.google.com/unw-mfgs-sps Phone Numbers **832-821-6658** PIN: 557 826 746#

Directors: President, Leah Serrano [Affordable Adventures]; Vice-President, Melodi Heinis [Black Hills Gifts and Gold];

Treasurer, Sean Maher [Rushmore Hideaway]; Secretary, KJ Watson [Rushmore Tramway];

Former President/Advisor, Trevor Bryan [VIP Properties]

I. Call meeting to order and establish quorum -

A. Roll Call and call for any changes to the agenda: Leah called the meeting to order at 10:03 AM.

Attending directors: Leah, Melodi, Sean, KJ

Absent directors: None

Chamber staff/contract attendees: Robin Fugier, Director and Chandi Zimmerschied, Administrative Assistant

Chamber business attendees: Sandi Mclean, Big Thunder Gold Mine

B. Review/approve minutes - Leah moved to approve the 04/11/24 regular meeting minutes. Sean seconded. Motion carried unanimously.

II. Summary of BOD meeting(s) and action(s) taken - None

III. Items from members [please restrict any topic without advance notice to the Chamber to 5 minutes or less - response/ further discussion possible at next meeting, if needed]

A. Dot Marketing [10:20 AM] - Corinne

1. Generic Video - Status: Approved and went out and posted on social media - on Youtube page - used in Google digital ads - also YouTube ads as well — 1 issue is Google didn't spend all of the money - they opened up additional markets to the direct flight locations - ND/MT/NE/MN/WY/CO — she allocated the unspent money last month to this month.

a. BHBL - As far as everyone knows Cindy downloaded it and used it without issue.

2. Itineraries [Tonya Johnson with Rushmore Cave, Sprockets, Rush Mountain] - Status: Last month used additional hours for Yes We're Open - they took 8 hours from the rest of the year. Put itineraries on hold due to billing. They will resume completing those for approval in June.

3. Digital Ads - Status: Generally performing well. There may not have been as many searches last month which left unused funds so Corinne expanded search terms and opened more markets.

4. Pop Ups - They are being removed today. They will put the membership pop up back up in September.

5. BigFoot Scavenger Hunt - Visitors should take a selfie in front of Big Foot signs at the attractions and either text the picture to Vic@keystonechamber.com OR post it on Instagram or Facebook tagging VisitKeystoneSD. Regarding spam messages on messenger - there is no way to remove the messages. The town licensees that are not Chamber members have been added to the website.

B. Guest/member items [10:45 AM] - None

IV. [10:55 AM] Committee Reports [2-3 min each] for those who have reports - None

Membership Committee [Robin, Chandi] -

Budget-Finance Committee: [Melodi, assisted by Chandi, Robin] -

By Laws Committee: [Leah, Robin, Chandi] -

Government Affairs Committee: [Robin, Chandi] -

Nominating Committee: [Robin] -

Planning Committee [KJ, Robin, Chandi] -

Marketing Committee [Leah, Robin, KJ, Sandi McLain, Chelon Fichter] -

V. [11:00 AM] Reports of Officers [2-3 minutes each] -

A. President, Leah - None

Vice-President, Melodi - None

Secretary, KJ - None

B. Administrative Assistant, Chandi Zimmerschied -

1. IRS Update on 12/2020 issue/update - Pending - Eileen has requested forms to permit her to discuss the issues with the IRS

C. Treasurer, Sean - None

Checking: \$ 33,798.38 **Savings:** \$ 10,061.10 **LiveOak Bank Savings:** \$ 79,618.37

Equipment budget has \$1470 available. There is a need for a laptop in the VIC and Robin is requesting a new cell phone.

Melodi moved to approve \$250 to Chandi for the laptop she has available for use. Sean seconded. Motion carried unanimously.

Robin's cell phone is not sending messages and the battery is wearing down at 3 years. **Melodi moved to approve up to \$500 for a replacement phone and supplies. KJ seconded. Motion carried unanimously.**

Melodi moved to transfer \$264 from lodging and \$1100 from meals to charitable contributions \$63.41, bank fees \$200 to cover direct deposit expenses, \$50.30 into Networking and Hiring for snacks, \$15 to Inspiration Guide, and \$1035.29 to

unallocated along with transferring \$926 from BHBL website/digital to BHVG. KJ seconded the motion. Motion carried unanimously.

1. **DMO Allocation** \$ 3,012.40 of \$5216.25 available with Riverfront invoices pending payment currently.
 2. **Bank Account Signatures** - In progress - Sean doesn't have access to a scanner currently but will complete this ASAP
 3. **LIU - Lasting Impressions Update re: BHBL stickers** - invoice received for double the amount approved - budget adjustment needed - Board consensus is to pay for the stickers from the membership income this season.
 4. **Laptop issues** - Update: Chandi reached out to Amazon seller - wanted us to pursue repair through 3rd party warranty first; laptop was sent via UPS overnight on 4/30/2024 and is due to be returned any day.
- D. Director, Robin Pladson -**
1. **Grant(s)** - Any new opportunities:
 - a. **TAP grant deadline April 30th [expected notification May 13-17]** - tap grant was submitted 4/29 - Sandi did one for the Haunting
 - b. **Energize Program/customer service training** - have staff confirmed attendance? - no - coming up
 - c. **Black Hills Community Foundation Capacity Grant - up to \$5000** - application opens June 1st - covers things such as board development, staff training, leadership training, facilitated workshops between town/chamber, etc
 1. **INP Consulting Proposal** - Discussion
 2. **2024 Member Welcome Packet** - [draft due by Dec 5] - Went out via mail and personal delivery
 3. **2024 Employee Fun Passes ETA May 10 for printing** - Status - Working on it slowly - Sandi compiling list - Chandi can email Sandi regarding the employee fun passes [done with the information Chandi had access to on 5/17]
 4. **2024 Yes, We're Open ... in Keystone:** Status of contacting churches, senior centers, Pennington County Commissioners - NA; Robin will be needing assistance Sunday May 26th from about 9AM - 3 PM; Melodi will assist and Sandi can help set up. Robin will be preparing 3 egg bakes and instead of doing pancakes with the donated batter - we will be using french toast sticks in purchased disposable warmers for the ease/convenience considering lack of available volunteers to help.
 5. **Keystone Map Update** - Map has gone to the publisher with delivery expected around the 15th.
 6. **VIC metal poster sales** [Deadline March 31st] - update [sales out of 8] - Robin reported 8 posters have been sold; upon further research - only 6 have been sold and she was going to check with Maverick's and Big Thunder Gold Mine 1-Grapes and Grinds 2-Holy Terror Mini Golf (new - has been ordered) 3-National Presidential Wax Museum 4-Black Hills Helicopters 5-Black Hills Wilderness Edge 6-Rushmore Helicopters (new)
 7. **Publication/print deadlines FYI**
 - a. **TBD pending funding decisions - 2025 Travelers Magazine - Due Mid April** [Propose artwork to board in January, February update; March final approval] - Tabled
 - b. **TBD pending funding decisions - 2025 BHVG - Due March 24** [Propose artwork to board in January, February update; March final approval] - reminder to make at least one small change to receive the discount
 - c. **TBD pending funding decisions - 2025 SHVG - Due November for December print** [Propose artwork to board in August, September update; October final approval] - Pending
 - d. **TBD pending funding decisions - 2025 SDVG - Due Nov 2 for January print** [Propose artwork to board in August; September update; October final approval] - Pending
 - e. **DOT's Inspiration Guide ad updates deadline:** Updated on an as-needed basis

VI. [11:30 AM] Unfinished Business

- A. **Contracts and Review Documentation** - Update: Not yet completed - tabled until after Yes Events have concluded
- B. **Storage Update [4/11 up to \$80/mo approved]** - Update - The items have been moved to a new storage at \$60 monthly. Leah is working on selling the desk and there are some more items that can be purged once there is time found to look over it.

VII. [11:45 PM] New Business -

- A. **2025 Membership and Sales rates review** - Consensus of directors is to raise membership \$5 across all memberships. At the budget meeting we will need to further discuss the Friend level and offering your events as a benefit, along with reviewing the publications as a benefit.

VIII. Executive Session SDCL 1-25-2.1-5 Personnel, Student, Legal, Contract Negotiation - None

IV. Tabled Items/Items of Import -

- A. **VisitKeystoneSD.com** - Town licensees were added to the website quarterly starting January 2024
- B. **VisitKeystoneSD.com** - Banner ads were changed to rotating logos at top of page/same cost in Jan 24
- C. **Monumental Moments Gift Basket** [Value \$200 x 2] Our month will be November 2024 - Robin will be seeking out coupons, small trinkets, and other gifts to include as an incentive to people to come to Keystone. These would then be mailed to the winner. Apart from shipping, there is no cost to the Chamber. Robin's self imposed deadline is August 1st
- D. **Fall IPAD discussion** - Do we need to re-purchase an IPAD for the VIC? Along with a locking stand?

X. Upcoming Meetings and Events: *Regularly scheduled Chamber Meetings hosted in person from 10:00 AM to approximately 12:00 PM, the 2nd Thursday monthly at the Keystone Ramada Inn [East Office - Conference Room] and virtually unless otherwise noted.

Access information: By PC URL: meet.google.com/unw-mfgs-sps

By Phone 1 832-821-6658

PIN: 557 826 746#

Regularly scheduled Chamber meetings

		July 11th, 2024	October 10th, 2024
	June 6th, 2024 - Budget meeting 11:00 AM "The Park"	August 20th, 2024**TUESDAY	***TBD*** November 14th, 2024
	June 13th, 2024	September 12th, 2024	***TBD*** December 12th, 2024



Keystone Events *C events are Chamber hosted

[C] April 6, 2024 Spring Fling Vendor Show	August 3rd, 2024 Irreverent Warriors Silkies Hike
[C] April 10, 2024 3:00 - 7:00 PM Networking and Hiring Event	
[C] May - First Annual "Yes, We're Open in Keystone" Celebration 4-5 Take a Walk Through Local History 11-12 Shopping is the Key to Mom's Heart Dahl's Anniversary 18 World Whiskey Day and Custer State Park Free Admission/Fishing 17-19 25-27 Memorial Day - Tours Trains and Helicopters, Oh My! May 31-June 2nd "Traveler's, come play with us during Local's Weekendfeaturing our ATTRACTIONSin and around Keystone" – #PlaygroundOfTheBlackHills [DEFINITELY too much to do in just one day!]	September 14, 2024 BigFoot Walk/Run September 21, 2024 Mt. Rushmore Half Marathon
	October 2024 The Haunting
	November 23, 2024 Victorian Christmas and Turkey Bingo

XI. Adjourn - Leah adjourned the meeting at 12:06 PM.

Respectfully submitted, KJ Watson

Generic" playground ads and "Collage" ads/website

		<p>2024 DOT marketing/digital marketing flier on social media</p> 	<p>2024 DOT marketing/digital marketing flier on social media</p> 

2024 DOT marketing/digital marketing flier on social media

YES, WE'RE OPEN
...In Keystone

WORLD WHISKEY DAY... EATING AND DRINKING ...IN KEYSTONE,SD
May 18th

Get ready to indulge during Keystone's eating and drinking celebration coinciding with Custer State Park's FREE admission weekend on May 17-19th!

Start at the Keystone Visitor Information Center on May 18th for a list of participating businesses and purchase a salty snack from Chamber staff to pair with your drinks.

Head out to explore the area's food and drink scene with something to satisfy every taste bud! Make sure you scan the QR code and vote at each location you visit - the highest scoring business will be featured as the winner of this weekend - chosen by your votes! Each entry you submit will be entered into the GRAND PRIZE drawing! Keep those receipts as well, because those who return to the Visitor Information Center with proof of purchase from three or more featured businesses will be eligible for a special prize! (Prizes are limited)

FOR MORE EVENT INFORMATION, A MAP, AND A LIST OF PARTICIPATING BUSINESSES, STOP BY THE VIC CENTER AT 110 SWANNEY ST OR VISIT US ONLINE AT VISITKEYSTONESD.COM/YES



2024 DOT marketing/digital marketing flier on social media

YES, WE'RE OPEN
...In Keystone

MEMORIAL DAY: TOURS, TRAINS, AND HELICOPTERS, OH MY! ...IN KEYSTONE,SD
May 25th - 27th

Join us on Memorial Day weekend to celebrate and reflect on our country and community. Witness Keystone like never before with helicopter tours and a nostalgic train journey through an 1882 Town. Reserve a room at one of our lodging partners during your long weekend! Being by the Keystone Visitor Information Center for a list of participating businesses to kickstart your weekend of fun!

Enter our Sweet Treats Contest on May 26th for free and have a chance to win a prize and entry into the GRAND PRIZE drawing! Contest is open to anyone who wishes to enter - just contact the Chamber to sign up! A \$5 purchase includes 5 voting tickets and covers samples of the treats for one adult and one child.

The Sweet Treats contest will be held during our community brunch, sponsored by and hosted at Town Hall from 10:00 AM - 2:00 PM. There is no cost for the brunch, but donations are appreciated, drinks will be available for purchase, and a portion of our proceeds will go back to our area non-profits who have assisted with the event.

After exploring our Keystone area, bring proof of admission to three or more featured businesses to the Keystone Visitor Information Center and receive a special prize! (Prizes are limited)

FOR MORE EVENT INFORMATION, A MAP, AND A LIST OF PARTICIPATING BUSINESSES, STOP BY THE VIC CENTER AT 110 SWANNEY ST OR VISIT US ONLINE AT VISITKEYSTONESD.COM/YES



2024 DOT marketing/digital marketing flier on social media

YES, WE'RE OPEN
...In Keystone

TRAVELERS COME PLAY WITH US DURING LOCAL'S WEEKEND ...IN KEYSTONE,SD
May 31st - June 2nd

Join us for the grand-GRAND opening of the 2024 tourism season in Keystone, SD! Locals and travelers alike are coming together in appreciation for our community services, who keep our town and businesses running smoothly, and to adventure through our epic ATTRACTIONS!

Swing by the Keystone Visitor Information Center first to pick up your list of participating businesses and begin your Big Foot Scavenger Hunt. Follow the clues, scan your QR codes, explore our town, and experience the fun and excitement of the Keystone attractions. Participation in the Scavenger Hunt enters you into our GRAND PRIZE drawing and those completing the hunt can return to the Visitor Center for a prize! (Prizes are limited)

The Winner of the GRAND PRIZE drawing will be notified in early June when the Chamber reaches out to them with the good news!

FOR MORE EVENT INFORMATION, A MAP, AND A LIST OF PARTICIPATING BUSINESSES, STOP BY THE VIC CENTER AT 110 SWANNEY ST OR VISIT US ONLINE AT VISITKEYSTONESD.COM/YES



Used in 2024 April BHBL Eblast

Home of Mount Rushmore

Yes! WE'RE OPEN

Keystone SOUTH DAKOTA

BLACK HILLS & BADLANDS TOURISM ASSOCIATION

Join us for our season kick-off in May with events each weekend and the Grand-GRAND season kick-off May 31st-June 2nd. Explore multiple excursions to return throughout the rest of the summer and fall and future! See you there!

#PlaygroundOfTheBlackHills



Page 1 2024 Traveler's Magazine

Home of Mount Rushmore

Keystone

Keystone SOUTH DAKOTA

STAY & PLAY IN KEYSTONE!

VisitKeystoneSD.com

#PlaygroundOfTheBlackHills

OCTOBER



Page 2 2024 Traveler's Magazine

VisitKeystoneSD.com

#PlaygroundOfTheBlackHills

OCTOBER



Selected "Generic Diagonal" 2023 BHBL BHVG Inside cover Deadline print ready March 24 SHVG and SDVG

Selected for Jan 2024 SDVG - ad due in fall 2023

PLAYGROUND OF THE BLACK HILLS

Keystone SOUTH DAKOTA

STAY & PLAY IN KEYSTONE!

VisitKeystoneSD.com



Selected "Generic Horizontal" *2023 BHBL BHVG half page ad - Deadline print ready March 24 *Selected also for physical marketing banner/Simpsons

PLAYGROUND OF THE BLACK HILLS

Keystone SOUTH DAKOTA

STAY & PLAY IN KEYSTONE!

VisitKeystoneSD.com



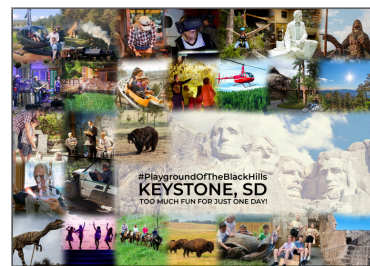
*Without the QR code, selected image for Highway 16 Miner's tunnel billboard 8' high x 16.5' long

2023

BLACK HILLS & BADLANDS 2023-2024 VACATION GUIDE

#PlaygroundOfTheBlackHills KEYSTONE, SD

TOO MUCH FUN FOR JUST ONE DAY!



Website collage Approved 4/23 Also in BHBL promo 4/23

Selected 2023 BHBL BHVG Cover

BLACK HILLS & BADLANDS 2023-2024 VACATION GUIDE

#PlaygroundOfTheBlackHills KEYSTONE, SD

TOO MUCH FUN FOR JUST ONE DAY!



2023 Rack Card Design

KEYSTONE SAVINGS!

View the back to learn how you can save from our local businesses!

PLAYGROUND OF THE BLACK HILLS

STAY & PLAY IN KEYSTONE!

#PLAYGROUNDOFTHEBLACKHILLS

VisitKeystoneSD.com/Keystone-discounts



BHBL Collage/not used -possibility for future ad

#PLAYGROUNDOFTHEBLACKHILLS

Keystone SOUTH DAKOTA

STAY & PLAY IN KEYSTONE!

VISITKEYSTONESD.COM



BHBL Collage/not used -possibility for future ad

#PLAYGROUNDOFTHEBLACKHILLS

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