



# Minutes:

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

\*Budget followup 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](https://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];

Lizzy Parson [Big Thunder Gold Mine]; John Wells [Rushmore Helicopters]; 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:** Melodi called the meeting to order at 10:07 AM.

**Attending** directors: Leah, Melodi, Sean, KJ, Lizzy, John **Absent** directors: None

**Chamber staff/contract attendees:** Director, Robin Fugier; Admin Contractor, Chandi Zimmerschied

**Chamber business attendees:** Jason Ferguson (GM), Kate Najacht (Sales), and Jerry Lenander (owner) from the Prevaler/Southern Hills and Sandi McLean, Big Thunder Gold Mine

**B. Review/approve minutes - Melodi moved to approve the 06/13/24 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. Itineraries** [Tonya Johnson with Rushmore Cave, Sprockets, Rush Mountain] - Status - in progress (they are created but to save time she used some AI and those have been handed off to proof read) - we are losing ranking because we don't have the itineraries live on the website

**2. Digital Ads** - Status: Youtube commercial actually lowers website traffic; Google is not reaching its spending limit monthly so they are exploring where the funds are going/not going and adjusting for better impact; expected spike in page reach this month partially due to ads and some to re-normalizing after Yes event push

**3. Discuss non-Chamber businesses/town budget/updating expense** - All digital ads are marketed for the benefit of ALL of Keystone with the messaging most likely to set us apart from other towns in the area (#PlaygroundOfTheBlackHills and VisitKeystoneSD.com); the website is similarly presented and the map lists all businesses with a town license (highlighting the chamber members); the town hasn't allocated any of their 50% towards any of these items or projects. Melodi would like the town to reclaim the BBB/marketing so the chamber can focus on businesses and events. Keystone doesn't function the same as other communities and should not be treated the same; despite the state having outlined the uses for BBB, a community CAN request an exemption.

After discussion, **John moved to discontinue ongoing updates to the website regarding adding new town licensees to the list; the town would be able to update it at their expense should they wish to have any new businesses after the deadline added to the website. Leah seconded. Motion carried unanimously.**

**B. Guest/member items [10:45 AM] -**

**1. SHP** - Southern Hills Publishing Chamber Articles - discussion around last week's article as well as previous articles. The article is behind a paywall and not available to non-subscribers. Only 24 subscribers of the paper are Keystone residents. The articles are not indexed in Google and wasn't published on Facebook. The expected reach of last week's article, while negative, is minimal and likely restricted to locals primarily. SHP is offering a monthly article to the Keystone Chamber at no cost to us to provide a space for the Keystone Chamber to get information out to the community. Possible discussion of the topic, "hugging a tourist" and posting to social media showing how impactful a business owner interacting with a traveler can be. Jason is the assignment editor and selects who will write or photograph which topic. Esther is an additional contact.

\*The Keystone Chamber will begin informing members of the Western Trader flier which is free to pick up and published entirely for free. A 2x5 full color advertisement for 1 week or 1 year (depending on needs) is offered for \$32 to encourage traffic for retailers and anyone with a listing will be provided with copies at their business. The Hill City Prevaler and the Custer Chronicle offer free listings for restaurant's "eats" with just a list of names with open hours. \$10 for the addition of their website/logo per week. All listings on the back page for Dining, Entertainment, Arts and Events are free with a 400-500 word limit. The Chronicle has a sponsored business Q&A section every other week.

The directors and SHP attendees discussed how to mend relationships with the city and public for 90 minutes, including ideas on featuring businesses, increasing ad opportunities, varieties of publishing options, itineraries that keep visitors within Keystone, how to increase traveler visits to more than one day and how to help businesses prosper.

**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] -

**Planning Committee** [KJ, Robin, Chandi] -

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

**Nominating Committee:** [Robin, Leah, KJ] -

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

**A. President, Leah** - None

**Vice-President, Melodi** - None

**Secretary, KJ** - None

**B. Administrative Assistant, Chandi Zimmerschied** - VIC hours are 10-2. Thirty-two of 132.5 needed hours have been filled. Multiple people have reported no one at the VIC but the camera is not on to verify. One staff member has a mobility issue, but she is usually inside and seated which could explain part of the confusion. John will work with Robin to get the cameras set up on his cell phone and suggested Robin direct the staff to log any schedule anomalies in their timesheet.

**1. IRS Update on 12/2020 issue/update** - Two 2020 quarters have 941x's completed and they need to be signed and sent into the IRS. Robin will pick them up, Leah will sign them, and Robin will scan them to Chandi and ensure they are mailed.

**C. Treasurer, Sean-**

**1. Checking:** \$ 21,754.10 **Savings:** \$ 10,061.27 **LiveOak Bank Savings:** \$ 80,141.96

**DMO Allocation** \$ 550 of \$5216.25 remains available

**2. Cell phone update:** Not ordered - not needed at this time; Robin will let Chandi know if this changes.

**3. Bank Account Signatures** - Paperwork from Sean received by FIB; they have an additional form and need a letter designating the signers

**5. Yes, We're Open Prizes update** - Winners have been notified and the prizes have been given out with the exception of the grand prize as the recipient has been unavailable.

**D. Director, Robin Fugier-**

**1. Grant(s)** - Any new opportunities:

**a. Rally Rush Promotional Grant [\$500/merch approved] update** - items have been received and staff will begin handing out items during the Sturgis Rally

**b. 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; Has any nonprofit agreed to apply for this on behalf of the town and chamber (and themselves?) writing it for the INP consulting fees? At the time of the meeting, no non-profit organization in Keystone had agreed to write the budget to include them, the town, and the Chamber as we are proposing. \*\*7/12 Sandi McLean, on the Chamber's behalf, discussed the opportunity to pursue the grant with the Historical Society in Keystone. While initially interested, they declined to pursue it further that evening. At that time, Keystone Project was contacted again (they had previously been approached via email in May) and indicated they would be interested in pursuing this with the town and Chamber, pending executive approval. Unfortunately, they were unable to provide the approval ahead of the deadline.\*\*

**1. INP Consulting Proposal** - pending above results

**2. 2024 Employee Fun Passes** - Robin will send the info to Leah, Leah will create the listing of the offers by Monday; the cards need to be disseminated at that time.

**3. VIC metal poster sales** [Deadline March 31st] - update [sales out of 8] - 7 have been sold; Maverick's status?

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 - materials for print have not yet been provided) 7-Big Thunder Gold Mine 8-remains unsold

**4. BigFoot Walk/Run Wood Medallions sponsorship update** - Jarret is paying for it and has approved the expenditure and liked the existing design. Messages have been left with Jarrett and the event is September 16th.

**5. 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

**6. Additional Items**

**a. Ford Broncos Fun Ride (July)** - Tiffany S; parking with Rushmore Tramway Adventures and NP Wax Museum. Robin attended and took photos of the event.

**b. Women's 3-Wheel Rally** - The group will be passing through Keystone this year

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- c. [BlackHills.com/Sturgis.com](https://BlackHills.com/Sturgis.com) - Randy is giving the Keystone restaurants a free listing in the Rally registration packet for no cost (\$200 value) given out to 2000-2500 riders who have registered for the packet
- d. **Greenheart Exchange (Sheridan, WY)** - Hosting a volunteer event in Keystone regarding summer employees
- e. **Phone contacts** - 186 calls through Google and 153 direct calls for travel info and requests
- f. **Vacation Races ½ marathon September 21st** - Josh Oliver - reviewed specifics and provided contacts to the Pennington County Sheriff's Office; Dahl's Chainsaw; Bruce with SD Highway Department out of Custer; Robin is arranging for the Presidents to attend at the finish line (approx 4 hours) at VR cost and are offering the Keystone Chamber a free space to provide business information, giveaways, etc.
- g. **Other:** Met with several businesses in person/via phone regarding events, membership, and marketing; covered VIC and scheduled coverage July 23rd and August 8th; 53 mailings sent to travelers; BHBL marketing meeting on June 26; 2 town of Keystone meetings; map deliveries to motels and Keystone Mall; RTA/Lexi regarding "Iam" group meeting room; prepared raffle baskets and grand prize baskets and took pictures at presentation
- h. **Cosmos** - Jim/Steve, Membership spotlight article for July
- i. **Membership** - 13 new memberships and 90 renewing memberships
- j. **Town board meeting** - Robin intends to present the Yes community funds at the next town meeting; John is planning to attend; John will also discuss or answer questions regarding the federal regulation on sales tax for helicopter tours and explain that it does bring visitors to the town to spend elsewhere
- k. **Partner staff** Jacey with the state of SD is resigning and moving to another position; no replacement has been named. Cindy with BHBL will be celebrating her last day is Friday and Leara's last day is July 31st.

#### **VI. [11:30 AM] Unfinished Business**

- A. **Contracts and Review Documentation** - Update; Robin has not completed it for personal reasons. Leah and Robin will meet Soon to complete this; Melodi is going out of town tomorrow.
- B. **Director minimum bylaws** - proposal to update policy for doing business if director number falls below 4 - tabled
- C. **Nominating Committee:** Members in good standing shall be selected with a chairperson and established prior to **July 25;** \*Prior to Aug 15 [Should be presented at the July 11th meeting]- Nominating committee presents President w/a slate of candidates replacing directors/officers w/expiring terms - **committee shall have requested nominations from the membership and confirmed by personal contact the candidates are willing to accept responsibility -10 days PRIOR To annual chamber meeting** - President/VP must have reviewed nominees and notified membership of the names nominated for directors and officers
- D. **Annual Chamber Meeting in conjunction with regular meeting 12th** - members must be given 10 days notice and notice must include all director nominees reviewed by the president; voting shall take place by secret ballot

#### **VII. [11:45 PM] New Business -**

- A. **2025 Budget discussion** [previously director consensus is to discontinue the Southern Hills Vacation Guide] and there is a current \$20-30,000 deficit depending on inclusion/exclusion of other publications and digital marketing. The first draft budget to the town is due prior to August 1st and the first reading is scheduled for August 14th. The directors selected July 24th for a virtual budget meeting to finalize the budget to present to the town board.

#### **VIII. Executive Session SDCL 1-25-2.1-5 Personnel, Student, Legal, Contract Negotiation - \*\*\*\*\***

The directors discussed on-going town relations; the consensus was to submit another letter to the town board explaining issues and requesting a resolution.

#### **IV. Tabled Items/Items of Import -**

- A. **VisitKeystoneSD.com** - Town licensees were added to the website in January 2024 and April 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.*

## Regularly scheduled Chamber meetings

**Due to scheduling conflicts; the directors discussed adjusting the August meeting date. All were in agreement to change the meeting FROM August 20th TO August 19th with all other details remaining the same.**



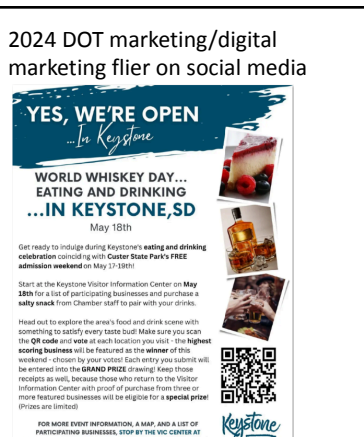

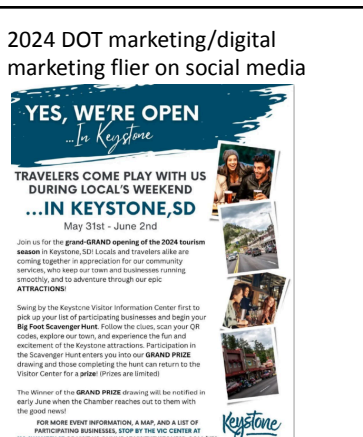

August 20th, 2024**TUESDAY	September 12th, 2024	October 10th, 2024	***TBD*** November 14th, 2024
August 19th, 2024**MONDAY			***TBD*** December 12th, 2024

## Keystone Events \*C events are Chamber hosted

[C] April 6, 2024 <b>Spring Fling Vendor Show</b> [C] April 10, 2024 3:00 - 7:00 PM <b>Networking and Hiring Event</b>	July 26-28th, 2024 Carrie Ingalls Swanzey Birthday Festival August 3rd, 2024 Irreverent Warriors Silkies Hike
[C] May - <b>First Annual "Yes, We're Open in Keystone" Celebration</b> 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 Weekend ....featuring our ATTRACTIONS ....in and around Keystone" – #PlaygroundOfTheBlackHills [DEFINITELY too much to do in just one day!]	[C] September 12th, 2024 <u>Annual</u> Chamber meeting held in conjunction with the regularly scheduled Chamber meeting September 16th, 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** - John moved to adjourn the meeting at approximately 12:30 PM. Lizzy seconded. Motion carried unanimously. 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>
 <p>2024 DOT marketing/digital marketing flier on social media</p>	 <p>2024 DOT marketing/digital marketing flier on social media</p>
 <p>2024 DOT marketing/digital marketing flier on social media</p>	 <p>Used in 2024 April BHBL Eblast</p>



<p>Page 1 2024 Traveler's Magazine</p> 	<p>Page 2 2024 Traveler's Magazine</p> 	<p>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</p> 	<p>Selected "Generic Horizontal" *2023 BHBL BHVG half page ad - Deadline print ready March 24 *Selected also for physical marketing banner/Simpsons</p>  <p>*Without the QR code, selected image for Highway 16 Miner's tunnel billboard 8' high x 16.5' long</p>
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<p>2023</p>  <p>Website collage Approved 4/23 Also in BHBL promo 4/23</p>	<p>Selected 2023 BHBL BHVG Cover</p> 	<p>2023 Rack Card Design</p> 	<p>BHBL Collage/not used -possibility for future ad</p> 	<p>BHBL Collage/not used -possibility for future ad</p> 
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