



# Minutes:

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

\*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:** Leah called the meeting to order at 10:01 AM

**Attending** directors: Leah, John, Sean, KJ on Google, Melodi on Google **Absent** directors: Lizzy

**Chamber staff/contract attendees:** Chandi Zimmerschied, Administrative Assistant

**Chamber business attendees:** Will Parks, Keystone Project/Rushmore Express/Town of Keystone Board representative ; Kara Williams, GFP and Director of Economic Development for Gettysbury, SD

**B. Review/approve minutes -**

**Sean moved to approve the 07/11/24 regular meeting minutes. John seconded. Motion carried unanimously.**

**Sean moved to approve the 07/24/24 board of director meeting minutes. John seconded. Motion carried unanimously.**

## **II. Summary of BOD meeting(s) and action(s) taken -**

7/24/24 The directors discussed the draft 2025 budget proposal. Information from nearby chambers is still pending receipt although they have been contacted. Due to a budget shortfall, the directors opted to transfer contract expenses to the Chamber budget and out of the BBB budget in 2025. Discussions among directors and town board members are on-going to determine the desires of the town board and to facilitate funding and working cooperatively. John and Sean have been preparing a presentation for Wednesday's budget meeting with other director input and Robin Fugier is no longer an employee of the Keystone Chamber.

## **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 - Did get some itineraries up today (3) and have 8 more to post (Lizzy sent her bio and headshot and John/Melodi are needed still)

Corinne reported Robin's personal facebook account had been used to manage ads due to the requirement of any business page to be linked to a private account. Dot will now take that over with their business account for now and will revisit in 2025 pending budget decisions; (Chamber doesn't have an ad account). In the past Robin would share social content. Corinne does as much as possible but DOT is not able to be solely responsible for posts; all directors will need to step up and reshare content on their personal pages. John will assist and Corinne will reach out to Lizzy for assistance.

**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] -

**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] -**

**A. President, Leah -** none **Vice-President, Melodi -** none **Secretary, KJ-** none

**B. Administrative Assistant, Chandi Zimmerschied -**

**1. IRS Update on 12/2020 issue/update -** Two 2020 quarters have 941x's completed, signed and mailed. EMH has billed for the service and that has been paid.

**C. Treasurer, Sean-**

**1. Checking:** \$ 20,990.53 **Savings:** \$ 10,061.36 **LiveOak Bank Savings:** \$ 80,409.37

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

**2. 2024 Budget adjustments needed**

Contractor commission has \$225 available to relocate Insurance <96> need \$550 total Office Supplies <118> need \$100 approximately SDVG has \$500 available to move to postage to cover traveler packet requests Mileage is negative - will need funds to cover expenses incurred. The director's consensus is for Sean to work with Chandi to make adjustments.

**D. Director, Vacant-**

**1. Grant(s) -** Any new opportunities: discussion on capacity grant and community co-op — NONE

2. **2024 Employee Fun Passes** - Update – Have been passed out
3. **VIC metal poster sales** [Deadline March 31st] - update on 8th slot — NONE
4. **BigFoot Walk/Run update** - discussed briefly; directors need to order runner bibs and Chandi has reached out to Evergreen to find out information on ordering
5. **Vacation Races ½ marathon September 21st update** - discussed - Melodi needs the contact for races
6. **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] - **Final decision on pursuit/cancellation of SDVG needed at August meeting as well as artwork proposal if approving** - discussed but no decisions are able to be made until after Wednesday's town budget meeting
  - e. **DOT's Inspiration Guide ad updates deadline:** Updated on an as-needed basis
7. **VIC Hours Update** - 132.5 hours to be covered/not paid to hourly staff [so far there were 32 hours covered] - discussed but no action taken as director salary budget will be reduced the remainder of 2024; Leah and Melodi have been in contact with VIC staff, who are ensuring the needed hours are being covered; directors discussed needing signage to post when the VIC is closed at the end of each shift as well as a clock in and clock out daily.
8. **VIC Camera Update** - camera setup is pending - Leah will get it done before the end of the week
9. **Yes We're Open Community fund checks (Update)** - Leah has the checks and will get those out
10. **Yes We're Open Grand Prize update** - Prize has been given out - Melodi will follow up with her when she receives her contact information

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

- A. **Contracts and Review Documentation** - No longer needed
- 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
- E. **2025 Budget Update** - In progress

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

- C. **Monumental Moments Gift Basket** [Value \$200 x 2] Our month will be November 2024 - Robin was seeking 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 was August 1st but no action has been taken on this item. The directors will need to discuss who will take on this project.

VIII. Executive Session SDCL 1-25-2.1-5 Personnel, Student, Legal, Contract Negotiation - Directors entered executive session to discuss annual plan for 2025 and other items of import. No action was taken.

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

- A. **VisitKeystoneSD.com** - Town licensees were added to the website in January 2024 and April 2024 and discontinued from updating in July 2024.
- B. **VisitKeystoneSD.com** - Banner ads were changed to rotating logos at top of page/same cost in Jan 24
- C. **Fall IPAD discussion** - Do we need to re-purchase an IPAD for the VIC? Along with a locking stand?
- D. **Black Hills Community Foundation Capacity Grant - up to \$5000** - (must be a 501(c)3 non-profit organization that applies The next deadline for the Winter grant opens February 1st and closes March 15th.
  1. **INP Consulting Proposal** - potential use for the BH Community Foundation Capacity Grant funds above; would include such as board development, staff training, leadership training, facilitated workshops between town/ chamber, etc

**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**

September 12th, 2024	October 10th, 2024	***TBD*** November 14th, 2024	***TBD*** December 12th, 2024
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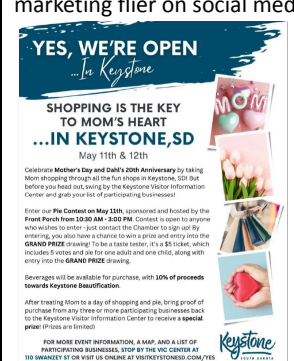




**Keystone Events** \*C events are Chamber hosted

[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 B-day 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 + around Keystone" – #PlaygroundOfTheBlackHills [DEFINITELY too much to do in just one day!]	September 16th, 2024 BigFoot Walk/Run [C] September 19th, 2024 <u>Annual</u> Chamber meeting held in conjunction w/ the regularly scheduled Chamber mtg September 21, 2024 Mt. Rushmore Half Marathon  October 2024 The Haunting  November 23, 2024 Victorian Christmas and Turkey Bingo

**XI. Adjourn** - The meeting adjourned upon the completion of the executive session, but no time was recorded.

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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2023				
 <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> 