



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 Phone Numbers 832-821-6658 PIN: 557 826 746#

Directors: President, [Leah Serrano](#) [Affordable Adventures]; Vice-President, [Melodi Hejnis](#) [Black Hills Gifts and Gold];

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

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 3:00 PM.

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

Chamber staff/contract attendees: Administrative Assistant, Chandi Zimmerschied

Chamber business attendees: Sandi McLean, Town of Keystone and Big Thunder Gold Mine; [Connie Castleberry](#), Monument Health

B. Review/approve minutes - Sean moved to approve the 08/19/24 regular meeting minutes. John seconded. Motion passed unanimously. John moved to approve the 08/27/24 board of director meeting minutes. Sean seconded. Motion passed unanimously.

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

8/27/24 - Discussion of Chamber purpose, Chamber memberships/duties to members, process involved if the Chamber dissolves, and the duties to carry out through the end of December (business as usual). Discussion on towns plan/expectations to purchase the VIC center and website and to facilitate the dissolution of the Chamber replaced by an advisory committee. How the town will ensure there are sitting members on the committee when the Chamber had difficulty keeping directors or having business participation was not communicated. The directors are surveying members to determine the future direction of the Chamber as well as notifications of membership and vendors of BBB funding discontinuation (for the Chamber). Directors also discussed various duties, plans for VIC staffing for the rest of this season, and communication with the town board.

9/18/24 Keystone Town Meeting Recap (Sandi) - John and Melodi were not able to attend due to last minute conflicts. Sandi reported remarks were made and entered into the record regarding no Chamber representation at the meeting. Concern that the town board will be attempting to discontinue reimbursements for the remainder of the 2024 previously approved Chamber budget was discussed. Casey would like to completely eliminate print advertising. They also discussed a committee formation and the fact that advertising deadlines are occurring immediately. The town will be hearing pitches from advertising agencies at the next meeting and the town intends to select one. *Directors will be reaching out to Casey to discuss details and verify if the de-funding is to impact only director salary or also any/all further reimbursements. The board may call a special budget/funding meeting based on the outcome of this discussion. Melodi and John are planning to attend the next town meeting. Melodi and John will inform the town that there is no Chamber involvement in this year's town events and Haunting with no director.

*The board of directors' position is that the director salary funds that remain unused due to no director position currently will need to be retained for Chamber use unless or until any upcoming unemployment funds are paid out/resolved. All other funds are currently obligated under the budget approval conducted by the town board.

*John is still waiting to hear back regarding website ownership, VIC center ownership/lease, etc.

Big Foot Walk/Run (Sandi) - There were only two individuals there to coordinate the event (herself and Cal Locke). Jarrett also had some concern with there being no T-shirts. \$315 was collected for registrations and given to Jarrett. The DMO grant covered \$25 towards the posters and \$200 towards digital advertising. The Chamber also purchased runner bibs for \$180 from Simpson's printing. Dahls sponsored Tshirts with a \$500 check; however, those were not purchased. The runners provided their names but no other contact information. Winners were recognized and Dahl's provided awards to the winners. Most participants expressed their plan to return and were positive about their experience. Directors will reach out to Jarrett and discuss the funding and where those dollars will go.

The Haunting (Sandi) - inquired about grant/Chamber funding [*See below] They will be doing a parade (total traffic stoppage for about 30 minutes) and Sandi took fliers to 55 places today. There will be free activities at the community center and people will be putting things out on the sidewalk. Free roller skating, trunk or treat, and Drop Dead Sale (merchants) will be occurring. The Historical Society will be ordering the non-profit radio for the Haunting.

*Directors discussed the Historical Society as a possible recipient for any items the Chamber does not wish to keep in storage - such as decorations and parade items.

Keystone Chamber of Commerce Regular and Annual Membership Meeting 3:00 PM - 5:00 PM and
Membership Mixer to follow 5:00PM-7:00PM Thursday September 19th, 2024 P 2 of 5

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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 [3:15 PM] - Corinne - business as normal but Corinne will monitor the director email for any promotional/event emails and include those in the newsletters. Marketing is only as good as what the businesses can or will provide. She will put out information on the Haunting and Victorian Christmas on the website and social media and post information in the newsletter. (They will just update/revise last year's Victorian Christmas information). She has also been doing social posts for the Vacation Races.

Sean will be at the Vacation Races as a participant. He and Leah have both been in contact with different people on the race. Robin had intended to get the Mount Rushmore Mascots for pictures but the time has passed for that possibility at this time. Leah will let them know there will not be a mascot. [9/22 Leah was able to get the mascots to the event]

Corinne will resend out more reminders on the survey and put the pop up on the website about peak season dates and local events are still happening - but see website or call ahead for individual openings/hours.

B. Guest/member items [3:30 PM] - See above

Connie Castleberry RN at Monument; moved here 3 years ago from Texas and has been in management, education, and worked with non-profits (including the dissolution of one). She lives in Rapid; she LOVES Keystone and the area's community offerings; she spends a lot of time in the Keystone area; she has lowered her working hours but still teaches and now has the time to help.

Sean moved from the floor to nominate Connie to a director position. Melodi seconded. All directors in favor.

Officer appointments are tabled until October.

IV. [3:45 PM] Committee Reports [2-3 min each] for those who have reports - None

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

By Laws Committee: [Leah, Chandi] - **Government Affairs Committee:** [Chandi] -

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

Nominating Committee: [Leah, KJ] -

V. [4:00 PM] Reports of Officers [2-3 minutes each] -

A. President, Leah - Status of phones, messages, mail, bank account signer updates: most people calling are people wanting mailings and Leah has been sending SDVG for now. The Yes, We're Open Community fund checks)\$20 to the Senior Center for the Sweet Treats Contest/Brunch and \$50 to Keystone Beautification for the Pie Contest (not cleared as of 9/1/24) - have not been delivered yet but will be delivered 9/20.

B. Vice-President, Melodi - Status of Vacation Races ½ Marathon September 21st (see above)

The board consensus was to reallocate DMO funds that were for Vacation Races (\$200) to The Haunting due to the timing. Melodi has gone through Robin's office. There are many postage supplies (envelopes) and swag items. She picked up 2 of the packets of information Robin had been mailing and took pictures of the printer if we decide to post/sell it.

C. Secretary, KJ- Status on mailings - KJ has been doing the same as Leah and sending SDVG to those who have emailed for information (using the state site). There have been emails coming from Century Business regarding the meter reading for the copier. Chandi called them 9/20 and provided details to the directors regarding the minimum, fees, cancellation process, etc.

D. Administrative Assistant, Chandi Zimmerschied -

1. **IRS Update on 12/2020 fines/update** - IRS sent another levy letter; Chandi sent that to Eileen on 9/20 for assistance.

E. Treasurer, Sean-

1. **Checking:** \$ 28,841.11 **Savings:** \$ 10,061.44 **LiveOak Bank Savings:** \$ 80,677.67

DMO Allocation \$ 550 of \$5216.25 remains available \$200 from vacation races to Haunting (see above)

Melodi moved to allocate \$400 from the Yes Event revenue collected to The Haunting. Connie seconded. Motioned carried unanimously.

There was one missed commission check for Robin in June. The director consensus is to process this check and pay her.

F. Director, Vacant-

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

2. **VIC metal poster sales** [Deadline March 31st] - this will not be completed for 2024

3. **Publication/print deadlines FYI** completed - These items will be removed going forward due to budget constraints

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

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- c. **TBD pending funding decisions - 2025 SHVG - Due November for December print** [Propose artwork to board in August, September update; October final approval] - Evergreen was notified that the Chamber will not be pursuing an ad in the 2025 issue and to reach out to the town
- 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**
- e. **DOT's Inspiration Guide ad updates deadline:** Updated on an as-needed basis

VI. [4:30 PM] Unfinished Business

- A. **VIC Schedule for rest of season** - Sean suggests close at the end of September. Very few businesses are remaining until buffalo roundup. The director consensus is to use September 30th as a clean up day and close the VIC.
- B. **VIC Camera Update** (Leah and John) - John and Leah will meet at the VIC on 9/20.
- C. **BigFoot Walk/Run Recap** - (see above)
- D. **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
Tabled
- E. **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 — who will be coordinating this:
John will get gift certs; Melodi will donate jewelry; KJ will get Tramway vouchers. KJ will coordinate with everyone to ensure that the gift basket is done by the next meeting.

VII. [4:45 PM] New Business -

- A. **2025 Plan for Chamber and Budget Update** - Pending survey results
 - 1. **Survey Update** (Sean) - There were multiple responses that ranged among all options. We will review again after we receive more responses.
 - 2. **2025 Website Update** (John) - Tabled
- B. **Set meeting dates for November, December, January and February - and determine if they will be virtual or in person**
October 10th - in person (pending weather) November 14th - normal time - virtual only
December 12th - normal time - virtual only January 9th - normal time - virtual only
February 13th - normal time and virtual only

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

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. **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

| | | | |
|--|------------------------------|------------------------------|----------------------------------|
| October 10th, 2024 - in person pending weather | November 14th - Virtual only | December 12th - Virtual only | January 9th, 2025 - Virtual Only |
| February 13th - virtual only | | | |

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Keystone Events *C events are Chamber hosted


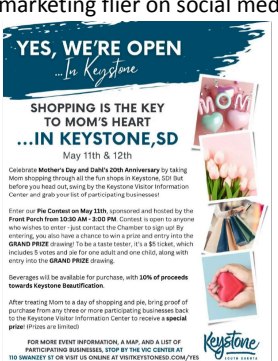




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| [C] April 6, 2024 Spring Fling Vendor Show [C] April 10, 2024 3:00 - 7:00 PM Networking and Hiring Event | July 26-28th, 2024 Carrie Ingalls Swanzey B-day Festival August 3rd, 2024 Irreverent Warriors Silkies Hike |
| [C] May - First Annual "Yes, 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 + around Keystone" – #PlaygroundOfTheBlackHills [DEFINITELY too much to do in just one day!] | [C] September 12th, 2024 <u>Annual</u> Chamber meeting held in conjunction w/ the regularly scheduled Chamber mtg 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 |

*****Consus that due to no member/business attendees the annual mixer will be canceled and all annual business completed at this time.

XI. Adjourn - Sean adjourned the meeting at 5:07 PM.

Respectfully submitted, KJ Watson.

Generic" playground ads and "Collage" ads/website

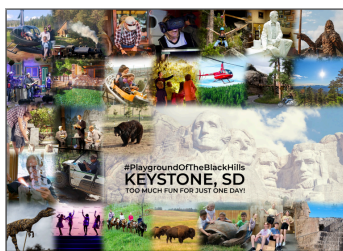
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| <p>2024 DOT marketing/digital marketing flier on social media</p>  | <p>2024 DOT marketing/digital marketing flier on social media</p>  |
| <p>2024 DOT marketing/digital marketing flier on social media</p>  | <p>2024 DOT marketing/digital marketing flier on social media</p>  |
| <p>2024 DOT marketing/digital marketing flier on social media</p>  | <p>Used in 2024 April BHBL Eblast</p>  |
| | |

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| <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> |
|---|--|---|--|

2023



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

Selected 2023 BHBL BHVG
Cover



2023 Rack Card Design



BHBL Collage/not used
-possibility for future ad



BHBL Collage/not used -
possibility for future ad

