



Minutes: *Virtual ONLY*

*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, [John Wells](#) [Rushmore Helicopters]; Vice-President, [Leah Serrano](#) [Affordable Adventures];
Treasurer, [Sean Maher](#) [Rushmore Hideaway]; Secretary, [KJ Watson](#) [Rushmore Tramway]; [Melodi Heinis](#) [Black Hills Gifts and Gold];
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 10:06 AM.

Attending directors: John, Sean, Leah, KJ, Melodi

Absent directors: None

*Connie Castleberry submitted written resignation from the Chamber board effective on November 30th.

Chamber staff/contract attendees: Administrative contractor, Chandi Zimmerschied

Chamber business attendees: None

B. Review/approve minutes - KJ moved to approve the 11/14/24 regular meeting minutes. Melodi seconded. Motion carried unanimously.

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

Town of Keystone Meeting (December 4th) - John and Melodi attended and reported the following: The town is getting their own website built by Homeslice Media with ETA for going live around May; they are interested in the Chamber website potentially featuring details for events and/or a calendar with possible compensation for doing so; Leslie with the Prevaler reported on the meeting and information John provided regarding the Chamber's transparency and the budget/reimbursement process with the town as far as the budget being approved by the town in advance and then the Chamber submitting receipts, statements and expenses for reimbursement monthly for approval and payout (not a blank check written out at the start of the year). The Chamber is also doing an internal audit and the attendees at the meeting seemed pleased with the Chamber's donation of the VIC. Sandi also expressed during the meeting some frustration with the planning progress and timeline of the website. The town also approved print ads. John will forward the article to the board and is working on the legal paperwork for the VIC donation with the goal to complete that prior to Dec 31. Homeslice will be providing the full marketing solution for the town (including radio, billboards, social media, website, etc).

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 [10:15 AM] - Jason will be taking over the account for DOT in 2025.

B. Guest/member items [10:30 AM] - None

IV. [10:45 AM] Reports of Officers [2-3 minutes each] -

A. President, John **B. Vice-President, Leah** **C. Secretary, KJ** Nothing to report (x3)

D. Administrative Assistant, Chandi Zimmerschied -

1. IRS Update on 12/2020 fines/update - IRS update - November letters state IRS work is in progress

E. Treasurer, Sean -

1. Checking: \$ 28,459.07 Savings: \$ 10,0061.70 LiveOak Bank Savings: \$ 81,451.11

DMO Allocation \$ 0 left

V. [11:00 AM] Unfinished Business

A. Printer Update - Pictures from Leah pending; Marketplace value and listing John/Chandi pending --- Melodi sent pictures to John and Chandi during the meeting; John and Chandi will coordinate on value and listings

VI. [11:15 AM] New Business - None

VII. Executive Session SDCL 1-25-2.1-5 Personnel, Student, Legal, Contract Negotiation - Supporting documents discussion
John moved to go into executive session. Melodi seconded. Motion passed unanimously.

The following non-action items were discussed during the executive session:

*DMO Grant reporting to SD - John and Chandi will coordinate on this task with the reporting due in January (Chandi will send grant info to John and Melodi)

*Draft press release: Sean will work on outlining the changes to Chamber funding and our expectations/goals moving forward

***Bank account signees - These will be updated to John, Leah, KJ, and Sean.** A new debit card will be ordered and used for any existing auto-pay items/vendors and then we will destroy the previous debit card

*Storage clean out - Leah moved all the Christmas stuff out; John and Leah will meet to exchange key(s)/do bank stuff and John/staff will move the desk and remaining boxes to the Rushmore Helicopters storage location previously volunteered

*VIC clean out - Melodi/John have been unable to coordinate this month; John would like Leah to meet with him at the VIC to oversee the items needing to be removed from there as she has more history with the running of the VIC (items should include any electronics such as laptop(s), printer(s), Wyze cam, router/to be returned to Mt Rushmore Telephone, fridge, etc).

*They will also ensure the metal posters are taken down and returned to the business owners by the end of December

*John will be in touch with Mount Rushmore Telephone to see if porting the number is an option that would cost less per month

*Leah will coordinate with Hunor regarding the pickup/return of the live web-cam equipment

*Town needs to provide a contact email for traveler requests for information packets/mailings (John will check with Samantha)

*2025 membership rates/fees/benefits were discussed

*Administrative Contractor contract/plans for 2025

*Ramada office space - the importance of maintaining a physical location while the Chamber still exists to conduct business

*[VisitKeystoneSD.com/DOT](https://www.visitkeystoneSD.com/DOT) Contract - discussed different options and needs - may need to revise the proposed contract/amount

KJ, John and any other director will need to meet with Jason at DOT early next week; KJ will set that up [maintaining website, rebuild business goodwill/feature businesses, social media presence to avoid losing online presence, emphasize showcasing the benefits of Chamber membership to/for businesses] - verify the cost of updating members/highlighting businesses

*2024 budget final review/no non-typical expenditures expected for remainder of year

Directors exited the executive session taking the following actions:

***Director consensus to pay out existing business membership credits: Black Hills Playhouse <\$5.20> Custer State Park <\$10.80> Hill City Cafe <\$153.75> Howard Johnson <\$92.50> Red Garter Saloon; Iron Creek Leather <\$20>**

***John moved to charge no fee for returning members at the same level as 2024 for membership year 2025 only and no fee for new members coming in at a Bronze level for 2025 only. Sean seconded. Three voted in favor with two opposed. Motion carried.** Businesses affiliated with directors will remain in good standing for purposes of serving on the board and complying with our bylaws, unless the business specifically declines membership for 2025.

***John moved to extend the administrative contract at the same level through February 28th with further evaluation at that time. Melodi seconded. Motion carried unanimously.**

***John moved to maintain the Ramada office space at the maximum contract rate of \$4200 annually - with a request for a discounted winter rate due to non-use/no electrical needs, etc. Sean seconded. Motion carried unanimously.**

Director consensus to host the March and April regular Chamber meetings virtually so we can avoid any needs for using the Ramada meeting rooms during the potential "winter discount" time period.

VIII. Tabled Items/Items of Import -

A. 2025 Budget - review "set" expenses and additional variable payables and explore future BID work/planning: Ongoing Chamber Expenses: CNA Insurance \$112.84/mo + Harford Liability Insurance \$? + Workers Comp (can be canceled?) + Rent + Contractor/Staff/Temp Agency (staff includes payroll liabilities) + Website + Social Media/Facebook (including posts for Yes Event possibly funded via DMO grant) + Microsoft Office (cancel?/fee?) + Mailchimp (cancel and replace with GoodButter for free) + Google GSuite \$38 monthly (includes Chamber emails, drive storage, document sharing, etc) + Straighttalk \$59/monthly; ~~Google ad grants \$10,000~~ Insurance - our current insurance - John will look into the insurance more and potential IRS fines from 2020

B. DMO Grant Budget/Allocations for 2025 and Future BID work/planning

1. Events, dates, budgets, planning, volunteers

C. Property status (desks, printers, laptops, etc)

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. Plans for the Chamber to partner with a group and apply for the grant OR allocate SOME funds towards at least the grant research portion of the proposal to help with funding avenues (**INP Consulting Proposal** - potential use for the BH Community Foundation Capacity Grant funds above; would include such as board development/training, staff training, leadership training, facilitated workshops with town/ chamber, etc)

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IX. 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

January 9th, 2025 - Virtual Only	February 13th - virtual only	March 13th - virtual only	April 10th - virtual only
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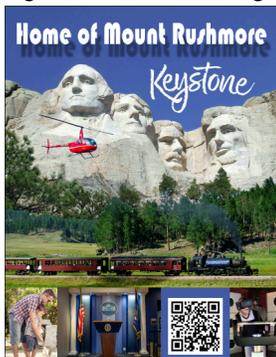
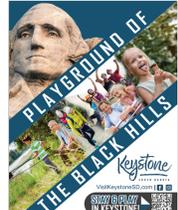
Keystone Events *C events are Chamber hosted

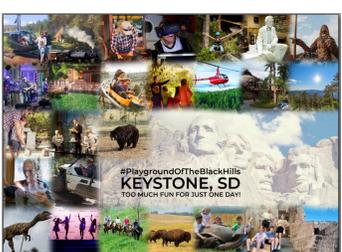
TBD

X. Adjourn - John adjourned the meeting at 12:45 PM.

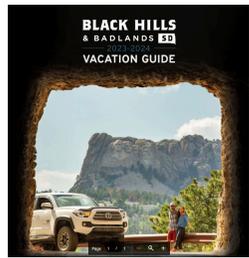
Respectfully submitted, KJ Watson.

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> 
<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>

<p>2023</p>  <p>Website collage Approved 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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Also in BHBL promo 4/23



A vertical promotional poster. At the top, it says "KEYSTONE SAVINGS! Save 10% back on every hotel stay in the Black Hills". Below this, it reads "PLAYBOOK OF THE BLACK HILLS" and "STAY & PLAY IN Keystone". The bottom section says "SEE BACK FOR SAVINGS!". The poster includes a QR code and the website "VisitKeystoneSD.com/Keystone-Discounts".

A vertical poster with a collage of scenic images from the Black Hills. The text includes "#PLAYGROUNDOFTHEBLACKHILLS", "Keystone SOUTH DAKOTA", and "STAY AND PLAY IN KEYSTONE". It also features the website "VISITKEYSTONESD.COM" and social media handles for @KeystoneSD.

A vertical poster similar to the previous one, featuring a collage of images and the text "#PLAYGROUNDOFTHEBLACKHILLS", "Keystone SOUTH DAKOTA", and "STAY AND PLAY IN KEYSTONE". It includes the website "VISITKEYSTONESD.COM" and social media handles for @KeystoneSD.