

Sundance Chamber of Commerce Meeting
SSB Meeting Room
October 15th, 2024

Attendance:

Bruce Speidel, President; Andy Miller, Treasurer; Jamie Jessen, Chamber Director; Melissa Purvis, Secretary; Jasmyne Bryant, At Large Member; Rocky Courchaine, Crook County Museum Director; Donnie Holt, Sundance United Methodist Church; Tony Barton, Winterfest; Wendy DePina, Crook County Public Health.

11:34AM Bruce called the meeting to order.

Administrative:

- Minutes: Andy motioned to approve, Jasmyne 2nded – all in favor motion passed.
- Treasurer Report: September was light on the income side. Some new membership income. We had inventory expenses, Facebook ad expenses, postage, storage unit, and Sundance Bucks reimbursement expenses. Bruce motioned to approve, Jamie 2nded – all in favor motion passed.
- Admin Report: Jamie has been working on Shop Small, Sundance 2 Bucks, and Ladies Night. She has started advertising on Facebook. So far, we have four sponsors for Ladies Night. We did 9 visitors guides and 4 relocation guides in September. Have gotten positive feedback on the Parade of Lights theme this year. The Hope and Wellness Connection joined as a new member. The One Cent tax requested a \$500 donation from the Chamber to help promote the One Cent tax. Andy motioned to approve the \$500 donation, Jasmyne 2nded – all in favor motion passed.

New Business:

- Secretary Board Member:
 - Bruce motioned to nominate Carrie Riley, Jamie 2nded – all in favor motion passed.
- Insurance Renewal:
 - Our insurance renewal is coming up in November. We have a general liability policy, Directors and Officers coverage, and a small auto policy on our signs. The Chamber felt our insurance policies / costs have been fine. Bruce motioned to continue with our current insurance plans, Jasmyne 2nded – all in favor motion passed.
- Economic Development – Safe Streets Grant:
 - The Safe Streets Grant has been awarded and the Economic Development Committee is in the RFP process. They are hoping to move forward on the possibility of housing and getting the opportunity out there for developers with this grant. It will be a community wide study but are hoping to drive the study toward 21st Street. They will get community feedback.
- Winter Festival:
 - Tony Barton is going to run Winterfest again this year. The Fairgrounds will be the back-up location. Winterfest is February 15th. He is going to gather some information about snowmaking, how much we would need, how long it would take, machines, etc. Tony

will start lining up an announcer. He has the buckles from last year. Most of the sponsors rolled their sponsor to next year.

- Parade of Lights:
 - o We need a new event manager to be trained in 2024. Dorothy created a list of what she does. Jasmyne is going to reach out to a few contacts to see if there is any interest. We decided the theme will be Ritz, Glitz, and Rednecks. There is no entry fee for floats.

Old Business:

- Promotion Board Grant Money:
 - o We do an enhanced listing in the Black Hills Visitor Guide and South Dakota Visitor Guide, targeted ads for June, July, and August, the micro bytes flyer for Winterfest, and the Visitor Center Chamber Package. The Promotion Board Grant money has been covering this in the past. Andy motioned we move forward to request Promotion Board Grant money for this advertising, Bruce 2nded – all in favor motion passed.
- Billboard:
 - o Bruce has still been looking into billboards. There are signs by Sturgis and Beulah but we are still looking at locations. He priced out YesCo and Epic signs. There is an up-front cost to print the sign, then a monthly fee. He is going to do more research on the commitments.
- Other:
 - o N/A

Committee Reports:

- Events Committee:
 - o Ribbon Cuttings:
 - Soul Roots Wellness TBD

12:28PM Bruce called the meeting to close.

Next meeting scheduled for Tuesday, November 15th, 11:30AM at the SSB Meeting Room.

Thank you, Farm Bureau, Andrea Robinson, for sponsoring our October lunch!