

Sundance Chamber of Commerce Meeting
SSB Meeting Room
December 17, 2024

Attendance:

Bruce Speidel, President; Trish Habeck, Vice President; Andy Miller, Treasurer; Jamie Jessen, Chamber Director; Carrie Riley, Secretary; Jasmayne Bryant, At Large Member; Donnie Holt, Sundance United Methodist Church; Tony Barton, Winterfest; Kristen Austin, Pinnacle Bank

11:35 AM Bruce called the meeting to order.

Administrative:

- Minutes: Andy motioned to approve, Trisha 2nded – all in favor motion passed.

- Treasurer Report:

November income. There were some sales of Sundance Bucks, money from Ladies Night, a new membership dues and Cross on the Mountain sponsorship. For expenses there were some Sundance Bucks reimbursement expenses, Chamber lunch expense. Black Hills and Badlands Annual Advertising enhanced listing fee, Ladies Night expenses as well as the Liability Insurance premium which includes general liability and director and officer coverage. There was also some misc. expense which the bulk of it was the tax return which were filed with the help of Angie from Sundance Tax. We are a little negative for the month but there should be enough income coming in with grants and ladies' night to bring that back up closer to breaking even. We may be slightly negative for the year but all and all it looks good. Jamie motioned to approve, Trish 2nded – all in favor motion passed.

- Admin Report:

Jamie worked on and finished up with the Shop Small, Sundance 2 Bucks, Ladies Night events. She organized the Christmas light parade, floats and lined everything up for that evening. Jamie attended the Black Hills and Badlands meeting via zoom. The Promotion Board didn't renew so some leads may go down because of that.

New Business:

- 2025 Membership:

It was discussed if we raise the dues this year. We don't want to have large jumps so it was decided that smaller jumps every year is better than a large jump less often. The increase will be Individual to \$65; Nonprofit to \$65; Homebased business to \$90; Small business to \$140; Medium business to \$230; Large business to \$295; and Corporate business to \$360. Andy motioned that we raise the membership dues. Jasmayne 2nded- all in favor motion passed.

-Elections:

No terms are up until 2026

-Other:

Andy motioned that Jamie get a year-end bonus for all the work she put in over the year. Trish 2nded- all in favor motion passed.

Old Business:

- Shop small:

Had a great turn out. The winner of the \$250 shop small giveaway was Terry Jones.

-Ladies Night:

The evening went very well. There were 133 people who bought tickets ahead of time and 30 that bought them the night of the event for a total of 163 tickets sold. Which is comparable to last year's numbers. The trackable spending for the day was \$16,000.

-Parade of Lights:

Things went well. There was a total of around 28 floats that participated in the parade that evening. That is a good number so the parade is not too long and people can enjoy it and go and enjoy the other festivities that happen that evening as well. We still need someone a coordinator to replace Dorothy next year.

- Winter Festival:

Tony said he has John lined up as the announcer. Sponsorship looks good. He talked to the city and they are on board with the use of the streets and will help get snow in place ahead of time. The commissioners said they are good with the fairgrounds being back up if needed.

Tony looked into snow making equipment. What he was able to find a used commercial snow machine will run at least \$10,000. It will require a special 480 3-phase power hookup and a very strong water source. Typically needs 500-600 PSI when used on ski slopes. It will take at least 50,000 gallons of water or more and run for several days in ideal conditions to create enough snow for the event with this type of machine. Another option is a backyard type machine which do not need the special electrical hookup or the extremely high PSI water flow. They are cheaper closer to \$5,000 but it will take two of machines and more time; maybe up to 10 days to be able to create enough snow for the event. Looking at everything involved at this point for a once a year possible use it is not a good investment at this time.

Sponsorship letters will be sent out in January. A lot of the sponsors from last year just carried over to this year so there will be no changes to the sponsor levels for this winter festival.

We have at least 1 food vendor lined up. The website has been updated

-Sundance 2 bucks:

Jamie drew the winner for the giveaway. Mandy won again this year. It was discussed if this promotion will continue next year. There seems to be a lack of actual posts so it may not be as much of a success as something else. Will discuss more next year.

-Billboard:

Bruce looked into getting a billboard. From what he was able to find the rate for the ones in locations that would work for our needs range from \$375 to \$1100 a month depending on location. We need the sign to be placed before the Aladdin exit so it limits what is available. There are some around Wall SD for \$500 a month but that might not be a good location either. It is hard choice to decide the best location. Will take around \$10,000 for the year so it is something we can do if it's around the 700 mark. Will watch and see if one comes open in that range and we get the grant from the promotion board.

12:32 PM Bruce called the meeting to close.

Next meeting scheduled for Tuesday, January 21st, 11:30AM at the SSB Meeting Room.

Thank you, 21st Street Storage, for sponsoring our December lunch!