

BIG SIOUX RIVER RECREATIONAL CORRIDOR COUNCIL
Marketing Committee Meeting
Tuesday, June 14, 2005
Canton Economic Development Office

Present: Linda Boling (Sioux Fall), Jacquie Fuks (SESD Tourism), Lisa Alden (Canton Economic Development), Wendy Lubkeman (HAPP), Linda Schlotfeldt (BSRCC), Jim Kersten (Hyden House B&B)

Jacquie Fuks reported on what the South East South Dakota Tourism has been doing for advertising the BSR:

- They have been doing a lot of free advertising through their magazines and publications. They design, publish and distribute 500,000 magazines.
- They have also been sending out a lot of trail maps. We have about 3 ½ boxes left.
- There is an outdoor writer from a Cincinnati, Ohio newspaper that wants to come to our area to write a story, Jeff Fischcorn. We could set up a small paddle for he and wife. They can stay at Jim's B&B if he still owns it, or they could stay in Hawarden at the Super 8.
- SESD's new web site is in progress. We will get a free "story ad" link to an article. It is capable of capturing database information.
- 10,000 piece mailing to Minneapolis and Omaha at the end of June.
- We are #1 free promotion entity for SESD tourism
- AGLW - assn of great lakes writers- coming to Sioux Falls to a conference in September – final planning session in August. Can BSR have a booth or do we need to team with SESD Tourism? They want tours, trips. Jacquie will contact Kirkegaards about them handling the outfitting for multiple sites.
- Are we connected to South Dakota tourism website www.travelsd.com? Melissa Bump, 605-773-3301 - Linda will check into this.
- Tourism entities like to promote events as part of the package and are more inclined to promote an event if part of a package.
- Akron, Hawarden, etc. should look into a SESD Tourism membership. Also, would it benefit BSRCC to become a member?

The Project Brochure needs to be updated and reprinted. Jacquie will work on the design and Linda will contact Gary Tucker to see what funds we may still have available for a re-print.

Iowan magazine is postponing their river article to a later date. Wendy has this information.

July 10th – Canton to Newton Hills river outing sponsored by the United Methodist Church (Lisa's church). This is not a public event, but it was suggested that they have a photo taken and submit a newspaper article. It is beneficial to the BSRCC to have any river usage publicized.

Wendy told the group that the Western Iowa Region Tourism home office is in Red Oak, Iowa. This office is the Iowa counterpart to SESD Tourism. It would be beneficial for us to get them involved with our group. As a paid member of the Tourism group, we could have an ad in Midwest Living, BH&G, etc. Their web site is open to area attractions/events and they want a list of events that are free. HAPP is trying to get them to have a Membership meeting in Hawarden in the near future. Would it be beneficial to pursue membership for BSRCC? Wendy will contact them to invite them to our August meeting.

Another event to think about is a “Buy a Duck” event. Participants would purchase a numbered duck, which is set off somewhere in Sioux Falls and the ducks “race” to Canton(?) with the winner receiving a package of donated items (hotel, meal, t-shirt, gift certificates, etc.). This could be a project fundraiser.

The group discussed their interest in putting together a “corridor project”. Each community would have events and opportunities on a set weekend. A tour map would guide visitors from one community to another, listing the community events.

Need to focus on the cooperative effort between states – regionalism will benefit everyone.

The Iowa State Tourism Conference will be held in Council Bluffs on the 22nd (?) of October – Wendy will check on the date.

If we handle the press releases through SESD Tourism on Phase II, it has the potential of reaching people state-wide. We need more frequent press releases.

THIS SUMMER- County and State Fairs – distribute trail maps, set up display

Marketing ideas to discuss at the August meeting:

- Reprint project brochure – how much money do we have to spend?
 - Jacquie estimates that it would cost approx. \$560 for 5,000
 - Linda needs to send the BSR map to Jacquie
 - These should be sent out to legislators, etc. as soon as possible to increase awareness. Jacquie has access to SD database with these people.
- Do we need to apply to South Dakota Trails grant for mapping & signage for Phase II? Jacquie will need to ask Gary Tucker about this.
- It was decided to hold off reprinting the Phase I trail map at this time. We have 3 boxes of maps and changes need to be made.
- Because of the need to map Phase II, a cohesive map can be developed in guide form, which will allow for more information in an user-friendly format (See the SESD Birding Train Guide).
- Do we need to go through SESD Tourism for marketing money for Phase II guide book?

BIG SIOUX RIVER RECREATIONAL CORRIDOR COUNCIL
Organizational Committee
Monday, May 2, 2005
Akron Public Library

Present: Wendy Lubkeman (HAPP), Jim Kersten (Hyden House), Lori Martin (City of Akron), Gary Tucker (Plymouth County Economic Development), Wayne Schlotfeldt (Schlotfeldt Engineering, Inc.), Linda Schlotfeldt (BSRCC), Gary Horton (City of Akron)

It was decided that the Council will not need to set up a 501 (C)3 corporation at this time. The Council can set up a Foundation under the umbrella of the Community Foundation of Greater Plymouth County to accept tax-deductible contributions. Those present saw a benefit in operating on a short-term basis as it has in the past, funneling grants through affiliated organizations, such as Plymouth County Economic Development, HAPP, SESD Tourism, etc. This might also be an added benefit if we want to seek funding sources in subsequent years as those funds can be applied for through those affiliates. If this structure is not to be used, liability insurance should be researched. For future reference, Jim Kersten has an attorney friend who can help us set up a 501(C) 3.

Those present agreed to set up the Board like that of a 501 (C)3 organization, so that if the status of the Council changes in the future, major changes do not need to be made in the organizational structure.

The Board of Directors will meet quarterly and will consist of the following, with each position limited to two consecutive 2-year terms in the same position:

Office	Starting term	Term limit
President	2 years	2 years
Vice-President	1 year	2 years
Treasurer	2 years	2 years
Secretary	1 year	2 years
Marketing Committee Chair	2 years	2 years
Project Development Committee Chair	2 years	2 years
Historical/Cultural Committee Chair	1 year	2 years
Ex-officio member – Executive Director		
Ex-officio member – *(David Thomson, National Parks Service)		

*Discussion was held to ask David Thomson to be an ex-officio member of the board.

Three committees were set up according to function. Each chair shall sit on the Board of Directors and report to the Board at each quarterly meeting:

- Marketing Committee
- Project Development Committee
- Historical/Cultural Committee

These committees shall keep minutes and submit them to the Executive Director.

The initial Board of Directors should be allowed to determine the following;

- Membership structure
- The function/responsibilities of the Executive Director

Items that need to be addressed at the meeting on August 2nd in Canton:

- Committee responsibilities – an outline of responsibilities will be presented
- Bylaws - a rough draft of bylaws will be prepared by Linda, Wendy and Gary
- The initial Executive Board shall be recruited by long-term Council members and voted upon at the meeting
- When the terms of Board of Director’s offices shall begin/end

**BIG SIOUX RIVER RECREATIONAL CORRIDOR COUNCIL
APRIL 12, 2005
MINUTES**

The BIG SIOUX RIVER RECREATIONAL CORRIDOR COUNCIL met on April 12, 2005 at the Hawarden Community Building.

Present: Craig Coffey, (City of Hawarden), Wayne & Linda Schlotfeldt (Schlotfeldt Engineering, Inc.), Dennis Sohl (Plymouth County Conservation), Gary Tucker (Plymouth County Economic Development), Julie Madden, (Akron Hometown Newspaper), Ron Wilmot (City of Akron), Gary Horton (City of Akron), Lori Martin, (City of Akron), Lisa Alden, (Canton Economic Development), Jerry Hayden, (Citizen-Canton), Jim Kersten (Hyden House B&B), David Thomson, (National Parks Service), Linda Boling, (Citizen-Sioux Falls), Wendy Lubkeman, (HAPP), Dan Cain, (Cain Consulting), Eric Vander Stouwe, (SD State Parks Newton Hills).

This strategic planning session was led by Dan Cain of Cain Consulting.

A review of the Mission statement was conducted with the following final draft is as follows:

The mission of the Big Sioux River Recreational Corridor Council is to promote the improvement of the natural environment, and recreational and economic opportunities along the Big Sioux River Corridor and to increase public awareness of the Corridor as a whole, including its historical and cultural significance.

Pros and cons of the current organizational structure of the BSRCC were discussed:

PROS	CONS
Fluid structure	Can not accept tax deductible donations
Grant monies are available through a multitude of entities	Information gathering and dissemination hit and miss
Multi-state	Grant money management is difficult

Discussion as to whether a 501(C)3 structure would benefit the BSRCC was held and tabled at this time.

ORGANIZATION:

It was decided that an organization committee would meet to design an organization with a board, membership, officers, committees, etc.

Volunteers – Linda S, Wendy, Jim, Jacquie(?), Lori, Gary T., Wayne

Dave Thomson suggested that we contact River Keepers for a copy of their bylaws, since their organization mirrors ours.

MARKETING:

It was decided that a Marketing Committee would meet to develop the following:

- Define programs to market
- Explore grants
- Define marketing materials and projects (think BIG)

Volunteers – Jim, Jacquie(?), Wendy, Lisa, Linda S & B, Lori

STANDARDS COMMITTEE:

It was decided that a Standards Committee would meet to develop models to help communities develop and build their own plans and to develop a system to advise/facilitate cities/counties along the river for utilizing their resources:

- Standards/models
- Funding sources
- Advisors
- Fresh ideas
- Signage
- Maps
- Coordination

Volunteers – Wayne, Gary H., Dennis, Craig, Dave

PUBLIC RELATIONS:

It was decided to design a program to meet with significant groups – cities, counties, economic development – to promote our cause and progress.

- The plan
- The organization
- Our progress
- Our vision
- Consider membership
- Develop materials

It was decided that the Executive Director would coordinate this effort.

PLANS FOR THE FUTURE:

The group laid out some priorities for the future:

1. Finish Phase I projects
 - Klondike portage
 - Signage installation
2. Get Sioux Falls and Sioux City involved
3. Phase II Inventory
 - End of Phase I to Westfield
 - Inventory of available resources
 - Planning
 - People/entities to involve in this step-
 - Wayne, Gary H., Dennis, Sioux County, Hudson, Hawarden, Akron, Westfield, Lyon County.

BIG SIOUX RIVER RECREATIONAL CORRIDOR COUNCIL
MARCH 3, 2005
MINUTES

The BIG SIOUX RIVER RECREATIONAL CORRIDOR COUNCIL met on March 3, 2005 at the office of Jacquie Fuks, Southeast South Dakota Tourism, 800 Mariner Lane, Suite 104, Yankton, SD at 10:00 A.M.

Present: Jacquie Fuks (SESD Tourism), Ron Wilmot (City of Akron), Wendy Lubkeman & Dan Cain (HAPP), Dennis Sohl (Plymouth County Conservation), Deb McIntyre (Sierra Club), Jim Kersten (B&B), Chris Myres (City of Hawarden), Gary Tucker (Plymouth County Economic Development), Darrell Geib (Sioux Rivers RC&D), Wayne & Linda Schlotfeldt (Schlotfeldt Engineering, Inc.).

Funding:

- Linda updated the group on the Iowa Recreational Trails Program grant that was applied for in the amount of \$32,500. We also applied for the Siouxland Community Foundation grant in the amount of \$2,500.
- Gary told of his trips to Des Moines to address the Senate and House regarding projects in our area. He wanted the Council to be aware of opportunities that may arise in the future.
- Jacquie and Jim reported on the South Dakota Value Added Tourism Sub-fund. The fund is intended for marketing and promotions and not “brick-and-mortar” type projects. The group discussed ways that the fund could be used, which led to a decision to conduct a strategic planning session in the near future. Dan Cain offered to facilitate this meeting. This meeting is intended to help the group plan for the future so that when opportunities arise, the Council can act accordingly.
- Gary is a part of the Loess Hills Scenic Byway Alliance, which has been granted funding for projects along the Loess Hills Byway. Some of the areas are included in the BSR Corridor, so some joint ventures may be possible. An information kiosk is to be built near Akron and an interpretive panel near Westfield.
- A suggestion was made to contact electric co-ops along the corridor for funding in the future.
- The Life in Iowa program was discussed and Gary and Wayne will look into options for an intern for the summer.

Projects:

- Dennis reported that the Plymouth County Conservation has been planning the replacement of the Big Sioux Park access north of Akron. There is still no word on whether the Silver Maple area land transfer between the county and Higman will take place, but tree removal started last Monday.
- Ron reported that the Appley brothers wetland area on the South Dakota side of the river near Westfield might be expanded.
- Hawarden wants to build a kiosk and put up signage at Carrs Landing, possibly with the help of the local Boy Scout Troop. The Iowa RTP funds would apply to this project.

- An email from SD Fish, Game & Parks stated that the Klondike Portage was to begin this spring. A letter from the Council was sent to Arden Petersen on 2/16/05 stating that the Council had budgeted \$2,500.00 toward that project.

Promotions:

- Linda and Wayne have traveled to the Iowa Paddlesport Expo for the past 2 years and will be attending the Nebraska expo March 6th. A display was set up, guide maps were handed out and a short Powerpoint presentation was given. The same arrangements will take place in Nebraska.
- Wayne has copies of the Powerpoint presentation if anyone wants it for speaking engagements. Everyone was encouraged to speak at local service groups to promote the BSR.
- Plans are in the works to display at the Plymouth County Fair. Other fairs will be contacted as well on both sides of the river.
- Hawarden is planning a canoe outing during Big Sioux River Days on September 4th from Oak Grove to Carrs Landing.
- The BSRCC annual canoe outing & BBQ will be held on September 17th. This is the same day as Akron's Scarecrow Festival.
- Deb brought a flyer for a canoe & kayak regatta to celebrate Earth Day on April 23rd. The float will go from Trent to Dell Rapids. More information can be obtained by contacting Deb at 605-331-6001. Registration is needed by April 18th, as there will be an end of trip picnic.

Other Business:

- Standards for landing sites were discussed. Linda received an email from Dave Thomson, NPS, with a link to NPS landing site standards.
- Jim brought information about his bike ride across eastern South Dakota (BRAESD II) on August 8-13th.
- Hawarden will host the start of the Bike Race Across Iowa on April 23rd.
- The next meeting will be set up for the strategic planning process, followed by quarterly meetings that will be scheduled so that everyone can plan ahead to attend.

BIG SIOUX RIVER RECREATIONAL CORRIDOR COUNCIL

MARCH 3, 2005

Southeast South Dakota Tourism

800 Mariner Lane, Suite 104

Yankton, SD

10:00 A.M.

AGENDA:

1. Funding:
 - a. Recreational Trails Program update Linda Schlotfeldt
 - b. Senate Natural Resources & Ag Committees Gary Tucker
 - c. South Dakota Value Added Tourism Sub-fund
Jacquie Fuks
Jim Kersten
 - d. Loess Hills Scenic Byway Alliance Gary Tucker
 - e. Life in Iowa
2. Projects:
 - a. Plymouth County Projects Dennis Sohl
 1. Silver Maple area
 2. Big Sioux Park
 - b. Other projects
 - c. Kiosks
 - d. Klondike Portage Arden Petersen
3. Promotions:
 - a. Paddlesport Expos
 1. Powerpoint presentation
 2. Speaking engagements
 - b. Fairs and festivals
 - c. September 17th River Outing & BBQ
4. Standards for landing sites Dave Thomson
5. Other business

BIG SIOUX RIVER CORRIDOR COUNCIL

A meeting of the Big Sioux River Corridor Council was held on November 18, 2004 in the Hawarden, Iowa Public Library ICN Room with the Hawarden Area Partners for Progress (HAPP) hosting.

In attendance: Dan Amert (City of Canton) Darrell Geib (Sioux Rivers RC&D), Gary Horton (City of Akron), Jim Kersten (Hyden House Bed and Breakfast), Wendy Lubkeman (HAPP), Wayne Schlotfeldt (Schlotfeldt Engineering, Inc.), Linda Schlotfeldt (Schlotfeldt Engineering, Inc.), Gary Tucker (Plymouth County Economic Development), Craig Coffey (City of Hawarden), Magdalene Blesanz (Hawarden Independent), Dan Cain (HAPP) and Dennis Sohl (Plymouth County Conservation Board).

FUNDING

Gary Tucker reported that an application for the Iowa Recreational Trails Program grant was made for \$32,850.00 for the following projects:

- Installation of a new landing south of Akron, Iowa.
- Upgrading of two existing landings, one in Hawarden and one near Akron.
- The installation of directional signage and information kiosks for the above mentioned projects.

It is the understanding of the Council that \$25,000.00 may be awarded for the projects. Detailed plans and pricing needs to be prepared by Craig Coffey and Dennis Sohl for their respective projects and submitted to the Council so that monetary disbursement can be arranged.

Jim Kersten reported on the South Dakota Value Added Tourism Sub-fund. It is his understanding that the fund is intended for Marketing efforts. Jim will research the fund and report back to the Council.

EVENTS

The BSRCC held its 3rd annual canoe outing and Bar-B-Q on Saturday, September 18, 2004 with approximately 45 in attendance. Canoeists put in at the Big Sioux Park and traveled approximately 10 miles to the Silver Maple Primitive Area. The trip took approximately 2-1/2 hours and was followed by a barbeque. Boy Scout Troop 181 from Merrill and Venturing Crew 184 from Le Mars were in attendance with 15 youth participating in the outing. Gerry Rowland from the Des Moines River Water Trail was also in attendance. Conditions and weather were ideal. Next year's event is being planned for the weekend of Akron's Scarecrow Days. Hawarden inquired as to whether they should have a canoe outing during Big Sioux River Days over Labor Day weekend and was enthusiastically encouraged to do so.

PROMOTION

The BSRCC web site is operating and functional at www.bigsiox.org. Linda Schlotfeldt completed the site that was begun by last year's Life In Iowa intern from ISU. Linda has been hired by the Council on a consultant basis to facilitate the web site and other Council projects.

Wendy Lubkeman told of the Iowan Magazine's plan to run an article about the Iowa's Great Outdoors with information on float trips on Iowa Rivers. Linda will contact the Iowan Magazine to see if the BSR can be included in their article.

Wayne Schlotfeldt stressed that by attending these meetings, we are all members of the "Council" and should feel free to promote the BSRCC and its endeavors at functions/events that we are personally involved with. City Newsletters and local magazine and newspapers are great sources to promote the BSR.

SIGNAGE

Dan Amert reported on the progress of the signage installation in the City of Canton. (Thank you to the City of Canton for the prompt installation of the signage!).

Dan brought photos of the installed signs and discussed future plans for Canton's Chautauqua Park area. A portage for the "dam" area, as well as signage for the approach was suggested.

Linda Schlotfeldt reported that Arden Petersen and his staff at South Dakota Fish, Game & Parks have installed signage in the Klondike area. Delivery of signage was made to Arden for four locations along the river, but information on the installation was not available. Signage has been ordered, is in stock and waiting for disbursement for the following areas:

- Big Sioux Rec Area (Brandon)
- Gitchie Manitou
- Nine Mile/Grandview
- Klondike (Iowa)
- Big Sioux Wildlife (SD)
- Settlers/Fairview (IA)

Signage can be ordered through the BSRCC for other areas. Drawings for the kiosks were shown and can be obtained from the BSRCC. It was suggested by those present that these signs and kiosks should be consistent throughout the corridor.

ACCESS SITES

The Klondike Portage is ready to be built. Wayne, Gary and Linda met with Arden Petersen and his staff to view the area of the portage on September 28th. Arrangements need to be made with Arden and his staff to facilitate funding of the construction.

Standards for the construction of canoe access/landing sites were discussed. It was suggested by those present that the Council needs to set some guidelines to give to entities that wish to construct landing sites funded by the BSRCC.