

2020 ANNUAL MEETING AGENDA

5:30 Social Hour & Appetizers

Call Meeting to Order

Recognition of Staff

A Message from Our President

A Message from Our Executive Director

Committee Updates

Thank You to Exiting Board Members

Nomination of New Board Members

Confirmation of Board Members

Adjourn

NOMINEES

Doug Heil, State Farm

Bob Coulter, Burger King

Darcy Dykhouse, Mobridge Regional Hospital

Jason Frazier, LJ Plumbing and Heating LLC

Our Staff



Tanner Jerome
Interim Executive
Director



Victoria Vogel
Administrative
Assistant



Carol Lehrkamp
Volunteer

2020

Mobridge Area Chamber of Commerce

ANNUAL REPORT

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A MESSAGE FROM OUR ADMINISTRATIVE ASSISTANT

My name is Victoria Vogel, and I am excited to be the new Administrative Assistant at the Mobridge Area Chamber of Commerce.

I am originally from Billings, Montana. About 11 years ago my mom got a job at Kohlman, Bierschbach & Anderson, LLP and we made our way down to Mobridge! I found that I love small town life and have been really happy here. I recently graduated with the class of 2021 from Mobridge-Pollock High School. I played a little bit of sports and I participated in as many school activities as I could.

I have been working with people since I was old enough to work. I got my first job at Payless Foods and then at Merkel's Foods. I have really enjoyed my first month working at the Chamber. It has been a great environment to grow in and I get to meet a lot of new faces. I help the director (Tanner Jerome) with all the events that come and go throughout Mobridge. I answer phone calls and do as much as I possibly can to make Tanner's life easier. The rodeo was the most recent event and it was a great way to get an idea of what is expected of me!

As I am a member of the Army National Guard, I unfortunately am unable to attend the Annual Meeting because I am currently at basic training. I plan to return to Mobridge sometime in November and hope to continue my work here at the Chamber.

Victoria Vogel

3B COMMITTEE 2020 UPDATE

The 3B committee works hard all year round deciding how to use the 1% sales tax collected by city bars, food establishments and hotels. The goal is to use the tax dollars to best promote Mobridge and events that bring people into town. The 3B committee is proud of their 2019 accomplishments and contributions. Most recently 3B has been planning for a rebranding of the Make it Mobridge Campaign. In 2020 most 3B sponsored events were cancelled and postponed due to COVID-19 but 3B is looking forward supporting Beef n' Fun, Wheels Unlimited Car Show, I Hate Winter (Cornhole Tourney), local fishing tournaments, the Mobridge Area Art Show and the Sitting Bull Stampede. 3B also looks forward to continuing sending representatives to sports shows throughout the year to promote Mobridge as a go to destination for hunting & fishing.

Thank you to our 2020 3B Committee Members

Jeff Jackson, Wrangler Inn/Windjammer Sports Bar; Bruce Brekke, MDU; Michelle Harrison, MEDCO; Rick Bolduan, Coca-Cola; Brent Kemnitz, MoRest Motel; Jesse Konold, Key Insurance; Dawn Konold, Dakota Radio Group; and Heather Beck, City of Mobridge.

BEEF N FUN COMMITTEE 2020 UPDATE

The Beef N Fun Committee was unable to host Beef N Fun weekend in September of 2020 due to COVID 19. The committee is however looking forward to the 2021 Beef N Fun that will include a car show, airboat rides, inflatables in the park, Klein Museum events and many more activities concluding with the annual beef feed. We hope to once again host a successful family fun weekend as a thank you to all of the people who shop Mobridge!

Thank you to our 2021 Beef N Fun Committee Members

Lindsay Scott, Great Western Bank; Dawn Konold, Dakota Radio Group; and Kelsey Majeske, Mobridge Tribune.

MOBRIDGE TOURISM COMMITTEE 2020 RECAP

It is the goal of the tourism committee to enhance tourism marketing efforts, sustain tourism as an economic and supportive industry for Mobridge, and explore new areas of tourism marketing/events to bring in new revenue for Mobridge's businesses and city sales tax.

We had quite the year in 2020 given the impacts of COVID-19 and trying to balance a safe experience yet drive visitors to Mobridge. Through the hard work and adaptation of our committee and commitment to Mobridge we were still able to persevere.

- **Denny Palmer Memorial Classic** – We had 68 teams that chose to fish in August of 2020. Normally that tournament would be held the 2nd Saturday of June. Given the conditions we still had a great turnout, and we were excited to be able host that tournament.
- **MWC 2020** – We were able to host a national tournament with a great turnout. We were one of the few communities that had this type of tournament in 2020, and we were glad to volunteer our time a resources to show those anglers a great time. We switched it up a little bit from previous years and had the rules meetings and weigh ins out at the rodeo grounds to help promote social distancing, yet created a fun atmosphere.
- **Mobridge Ice Fishing Tournament/Ice Fishing Expo** – This was a big lift for us this year given the timing and recommendations during the pandemic. We let our anglers have a choice to come and participate. With that choice we still had 446 teams show up to Mobridge and had a great time. Our sponsors and community were grateful that we chose to continue what is a hallmark of an event for our city. With our changes that we implemented, we actually became more efficient and will implemented some different registration process going forward. So there is always a silver lining in any situation. Our committee is once again excited to have a full filed of 525 teams in 2022!

Along with the events, the committee provided funds for PPE and advertising to keep Mobridge relevant and a spot to come stay and play.

An early announcement for projects coming in 2022, we secured two HUGE fishing tournaments that are sure to impact our area in August. With the help of the 3B committee we will have the Cabela's National Team Championship August 5-7, 2022 which is well over 200 boats, and for the first time the Bassmaster Elite Series is coming to town August 17-20, 2022. We will be of FS1 and hope to open up a new view of Lake Oahe and show the Nation that we have other species, particularly monster smallmouth bass.

Our dynamic group has been fortunate to have much success in 2020, and it wouldn't be without the support of our many volunteers and the staff at the Mobridge Chamber. We look forward to a prosperous 2021.

-Jesse Konold, Tourism Committee Co-Chair

Thank you to our 2020 Tourism Committee Members

Rick Bolduan, Coca Cola (Co-chair); Jesse Konold, Key Insurance (Co-chair); Dawn Konold, Dakota Radio Group; Kelsey Majeske, Mobridge Tribune; Jeana Saylor, Balanced Bookkeeping; Jeff Jackson, Wrangler Inn/Windjammer Sports Bar; Brent Kemnitz, MoRest Motel; Dan Richards, SD Parks; Jason Frazier, Water Resources; Misti Helm, Great Western Bank; and Garrett Fischer, Grand River Casino

A MESSAGE FROM OUR INTERIM EXECUTIVE DIRECTOR

Thank you all for attending our 2020 Mobridge Area Chamber of Commerce Annual Meeting. The Chamber appreciates your involvement and support of our efforts to promote our city!

For those of you who have not had the chance to meet me yet, my name is Tanner Jerome. I graduated from Mobridge-Pollock High School in the spring of 2015. For the past 6 years I have attended South Dakota State University in Brookings. Over these 6 years I attained my Master of Science in Sport Administration and was extremely involved within SDSU's Athletic and Recreation Department's.

Upon my graduation this past May, the opportunity arose to return to Mobridge and become the Interim Director of the Chamber of Commerce. I am excited at what the Chamber presents me in terms of my professional growth and opportunity to contribute to my home community.

In my only 7 short weeks of being in this position, there has already been several community events and successes we can all be proud of. I know this, because in a day, the Chamber receives anywhere from 5 to 50 calls/visits from community members, tourists, and prospective tourists who all have nothing but great words to say about our businesses and attractions.

Moving forward, my plan is to continually build upon this foundation already set in place. I hope to accomplish this by strengthening the Chamber's communication to members, providing dedication to the community, and being the face of Mobridge to all who visit.

Although my role is Interim, I would like to express my commitment to the Chamber is strong. My plans are to be in this position for up to 1 year, and then due to personal reasons will look to move on. Prior to moving on, I would look to help in the process of searching, hiring, and training the incumbent Executive Director of the Mobridge Area Chamber of Commerce.

Thank you,

Tanner Jerome

Tanner Jerome, Interim Executive Director
Mobridge Area Chamber of Commerce

2020 Chamber Board of Directors

The mission of the Mobridge Area Chamber of Commerce is to provide community leadership that encourages economic growth in business, industry and tourism thereby enhancing the quality of life in the area we serve. The Chamber represents the interest and advancement of its members while promoting responsible principles in the conduct of business and governments.



Kelsey Majeske
President
Mobridge Tribune Publisher



John Ayoub
Vice President
Mobridge Regional Hospital



Christine Olsen
Director
Kohlman, Bierschbach & Anderson



Spencer Merkel
Director
Merkel's Foods



Mike Jerome
Director
Northwest Beverage



Dawn Konold
Director
Dakota Radio Group



Stephanie Fiddler
Past President
Dacotah Bank

A MESSAGE FROM OUR PRESIDENT

This past year has been one of change, opportunity and success for Mobridge Area Chamber of Commerce.

The COVID-19 pandemic forced us to cancel a lot of the usual events that we are able to host but provided us with an unique opportunity to focus on helping our small town businesses. In April of 2020, under the direction of Executive Director Deb Olerud, the Chamber of Commerce successfully infused over \$38,000 into area business through our Small Act Big Impact campaign, where individuals pre-purchased gift cards for area businesses during a time when they were struggling due to the pandemic. MEDCO matched up to \$10,000 in donations and this was a very successful event!

Through 2020 the Mobridge Chamber continued to work with our committees to put on what events we could, we offered support to various fishing tournaments as well as the Sitting Bull Stampede.

Last year, we held our Annual Meeting virtually, Mike Jerome and Spencer Merkel joined our board and they have been a huge asset to our Chamber and we are now excited to bring in 4 new members to have our Chamber board at full staff!

Deb Olerud was our Executive Director throughout all of 2020, organizing events and working the chamber office. Deb moved out of the area in January 2021.

Thankfully in June of 2021 we were able to hire Tanner Jerome as an Interim Chamber Director as we work though deciding what the future of the Mobridge Chamber of Commerce looks like. Tanner has been a huge asset to our office bringing in ideas and organization. We are very grateful for him to be with us!

Mobridge Area Chamber of Commerce looks forward to continuing to work with local committees such as Tourism, 3B, Beef-n-Fun, Rodeo & Medco. We actively share Chamber Board members with these committees to help keep the lines of communications open.

I would like to thank those of you who financially support the chamber and those of you who volunteer your time, we would not have been able to do it without all of you. I thank you for allowing me to serve as your 2020 Chamber Board President, it has been a very busy unusual year and I am looking forward to 2022!

Kelsey Majeske

Kelsey Majeske, President
Mobridge Area Chamber of Commerce