

Sundance Area Chamber of Commerce

Tuesday, April 21, 2025 – 11:30 AM

SSB Meeting Room

Attendance:

Bruce Speidel, President; Andy Miller, Treasurer; Carrie Riley, Secretary; Jasmyne Bryant, At-Large Member; Donnie Holt, At-Large Member; Jamie Jessen, Chamber Director; Kristen Austin, Pinnacle Bank; Amber Kalbach, Sundance Summer Nights, Heather Kemmerer, Mountain View Adventures; Wayne Fuller, Sundance Gunsmithing; Casey Johnson, Range; Joni Spalding, Sundance State Bank; Caleb Garza, Old Harvest Creative

Bruce called the meeting to order at 11:32 AM

Administrative:

Minutes: February minutes- Jamie made the motion to approve the minutes as presented. Jasmyne seconded motion. Motion carried. March minutes- Andy made the motion to approve the minutes as presented. Jamie seconded motion. Motion carried

Treasurer's Report: We got some income from membership as well as some visitor guide income. There was about \$3300 in Winterfest sponsorship that will move forward to next year. Expenses we had the administrative fees, billboard, visitor guide prep and printing fees, website hosting fees toward the upgrades, some Winterfest advertising expenses that were paid. Jamie made a motion to approve the Treasurer's Report. Jasmyne seconded the motion. Motion carried.

Administrative report: Jamie got the visitor guides distributed. Jackson Dental joined the Chamber and will have a ribbon cutting once they open later this summer. Black Hills Roofing also joined. Wyoming Machinery contacted Jamie about sponsoring things to support the Chamber since they, as a corporation, have pulled all chamber memberships, so they are looking for other ways to show support. It was discussed that if they do want to sponsor anything, the amount for corporation membership would have to come out of that dollar amount first, and the remaining funds would then go towards the event. Essentially, they would pay to be a member before they could sponsor. They specifically want to sponsor the Christmas parade, and since it is an event that currently does not have sponsors, it might be something that can be opened up to all chamber members, and it would help pay for some of the expenses for advertising and such for that event. Jay Grammond, with the Black Hills Photo Shoot, reached out to the Chamber. This year's photo shoot will be based in Sundance and will be bringing in 50 plus photographers from several different states for a weekend of photography, September 11th through the 13th. Jamie gave him some locations for meetings, but he is still looking for a few things, such as a biker with tattoos and a bike, or a group of bikers that are friendly but rough-looking with bikes, that could be used for the photo shoots during that time. He also needs a ranch owner who will allow them on the ranch for photos. The website upgrade is well underway, and the majority has been set up, and she will start moving content and things soon. Jamie has been going through the website, making notes of things that are no longer relevant, what can be put together, and coming up with things that need to be added to finish up the website upgrade.

New Business:

-Sundance Summer Nights: Amber contacted the Museum to try to figure out the grand opening timeframe, but they have not gotten back. The mechanical bull guy is supposed to get his policy over to us as soon as possible. The insurance company wants a policy in place for this event that is separate from the one we already have, so we do not risk losing that policy if something happens. It will be 2000 plus for that day, and that will not cover the Mechanical bull or the inflatables. Jamie included the Sundance Summer Nights in the promotion board grant, so hopefully we will get some funds through that, but if we can not, we have to get that amount through sponsorship, and the added expense of insurance added to that number, is that something we want to do? Amber will move forward without the mechanical bull and inflatables. The standing policy should be fine for the event to move forward with the bands and the water battle.

-Movies in the park: The new movie screen is up and Jamie will test everything out and make sure everything is working correctly. The ice cream truck is lined up to come again. Concessions are not going to be offered this year. Still a movie spot that needs a sponsor and Jamie is working on that.

-Advertising: Caleb Garza with Old Harvest Creative. He is out of Spearfish and does marketing. Bruce brought him in to talk about what he offers and things we might be able to do to promote Sundance and Chamber members. The vision Bruce has is that little reels go onto social media for all Chamber businesses so when people search up Sundance there are all these reels available to draw people into the area. Whether it is part of the membership or something else, he just wants to start the conversation and maybe start looking at things like this to help with highlighting places in Sundance. Digital advertising is a much better way to advertise these days and much more effective then say the billboard. Caleb had some great suggestions and ideas that can be explored if that is a step we want to take.

-Country Junkin- waiting on grant approval to do anything more

-Other:

Old Business:

-Visitor Guide:

-Other:

-Bill Board: Are we going to keep the billboard or are we going to let it go? We can keep the sign and we will not have a setup fee moving forward, it will just be the rent cost moving forward but is it an effective way to advertise? Andy motioned that we allow the billboard to expire and go digital with our dollars going forward. Donnie seconded. Motion carried

Committee Reports:

-Events Committee:

-Ribbon cutting:

-Crook County Vet Clinic - June BBQ

-Jackson Dental - TBD

12:55 p.m. Bruce called the meeting to close.

Next meeting is Tuesday, May 19th at 11:30 AM in the SSB Meeting Room.

Thank you, Pinnacle Bank for sponsoring our March lunch.