

Sundance Chamber of Commerce Meeting

SSB Meeting Room

January 16th, 2024

Attendance:

Bruce Speidel, President; Melissa Purvis, Secretary; Andy Miller, Treasurer; Jamie Jessen, Chamber of Commerce Admin; Kristen Austin, Pinnacle Bank; Jasmyne Bryant, Crook County Fairgrounds Event Coordinator; Tony Barton, Winterfest Coordinator; Carol Jordan, Aladdin Therapy; Katie Allen, Crook County Prevention Specialist.

11:36AM Bruce called the meeting to order.

Administrative:

- Minutes: Bruce motioned, Andy 2nded – all in favor motion passed.
- Treasurer Report: Quite a few Sundance Bucks purchased at the end of the year. Started making payments on the BH&B for 2024, Christmas parade expenses and Ladies Night expenses came through. The \$1,500 museum donation went out. Expenses for WinterFest so far include website update and ordering buckles. In the positive for the year. Bruce motioned, Jamie 2nded – all in favor motion passed.
- Admin Report: Jamie got the updated membership form with updated prices finished and uploaded that onto the website. This year's Crook County Junkin will be June 7th-9th. Moorcroft will host. Worked on Winterfest and prep for visitors guide.

New Business:

- Elections:
 - o A few At-Large Member openings are available.
- Visitor Guide:
 - o Jamie presented the estimated costs for the 2024 Visitor Guide. Seaton Publishing increased a little bit. Jamie applied for a CCPB grant of \$5,545. Based on the estimated costs and last year's sales, we are projected to have about \$9,000 profit. Looked at the advertising costs to determine if any changes were needed. Andy motioned to keep the advertising costs the same, Bruce 2nded- decided not to raise advertising costs.
- Winter Festival:
 - o Jamie got all the sponsorship forms mailed out, we have received 3 back. We have 2 new platinum sponsors, Sundance State Bank and Americans for Prosperity. Jamie designed the thank you card. Bearlodge Ag inquired whether they could trade a bronze sponsorship cost in exchange for a voucher for a bag of horse feed for each winner. Jamie will deliver posters to hang around town. Tony will reach out to Cowboy State Daily about doing an article. Katie offered to keep statistics on where people traveled from and how they heard about Winterfest. Andy suggested trying one advertisement the week leading up to Winterfest in the Black Hills Pioneer. Bruce will donate an art piece for auction again this year. Jamie has the apparel order started. We elected to go with a photo contest instead of hiring a photographer this year. Prizes for the photo contest will include \$250, \$100, \$50 in Sundance bucks for the prize. Tony said he has some volunteers for the event and the announcer. Bob Latham will do the auctioneering again. The Crook County Veterinary in Sundance will have somebody on standby in case of injuries to the horses. Andy will contact Crook County Medical for an ambulance to be on standby. Katie has volunteers lined up to check IDs and give out wristbands. We will decide by Feb. 12th if we are going to have to move the event to the fairgrounds.
- Budget:
 - o Andy put together a budget for 2024. Some income stayed relatively the same, such as Sundance Bucks, Crook County Junkin income, and Inventory sold. Included in the visitor

guide income was also a \$5,000 grant anticipated from CCPB. Liability insurance, phone, and postage were among some of items that were raised a bit for expenses. Winterfest was included in expenses; however, it is anticipated that the Sundance Downtown Association will pay for those expenses in 2024. Overall, the budget is pretty similar to last year. Bruce motioned to approve, Jamie 2nded – all in favor motion passed.

– Cross:

- The board decided to add sponsoring the cross on the hill to the membership form for an additional \$35.

Old Business:

– 2024 Memberships:

- Jamie will send out the membership forms.

12:50PM Bruce called the meeting to order.

Next meeting scheduled for Tuesday, February 20th, 11:30AM at the SSB Meeting Room.