

Sundance Area Chamber of Commerce  
Tuesday, September 16, 2025 – 11:30 AM  
SS Meeting Room

Attendance:

Bruce Speidel, President; Trish Habeck, Vice President; Carrie Riley, Secretary; Jasmyne Bryant, At-Large Member; Jamie Jessen, Chamber Director; Daniel, Workforce; LeAnn Henderson, Pinnacle Bank; Joni Spaulding, Sundance State Bank; Elise Hix, Dirt Road Radio; Dorthy Engelhaupt, Turf Bar; Jen Womack, Devil's Tourism; Wayne, Welchie and Patrice Patterson, American Legion;

Bruce called the meeting to order at 11:33 AM

Administrative:

Minutes: Jasmyne made the motion to approve the minutes as presented. Elise seconded motion. Motion carried

Treasurer's Report: Joni presented the treasurer's report on behalf of Andy. Member income \$95 – Sundance Times rejoining the chamber. Expenses – 2 months of advertising for the Billboard. Soft numbers for Sundance Summer Nights will be a loss of \$2259. Jamie made a motion to approve the Treasurer's Report. Jasmyne seconded the motion. Motion carried.

Administrative report: Jamie mailed out some relocation and visitor guides. Promoted Google reviewing of local businesses. Compiled the weekly e-newsletter and emailing highlighting of events. Setup and organized the monthly meeting and lunch sponsor. Responded to various comments, questions and requests.

New Business:

-Promotion Board: Jen Womack said that they are changing the way the Tourism Board is going to fund travel guides. They will no longer fund individual travel guides as they have been in the past. They will instead work together to create a Devils Tower Country guide that includes all communities in the Devils Tower area in one guide. They will be printed in batches of 40,000 and will reprint as soon as they are gone. More of them have been going out so they are being seen. The new guide will be out by the 1<sup>st</sup> of January in time to reach people planning their 2026 summer plans. With this change they want to form a partnership and fold us into this. The Tourism Board said they would give half the money raised by us from ad sales back to the Chamber of Commerce to still make it workable on our end. There are a lot of unknowns at this point but she wants the dialog open so we can see what will work on our end.

40,000 guides are printed at a time because that seems to be a good number to ensure there is not a huge surplus at the end of the year when updated information comes out. Normally they only do one print but there have been some years that they had to do a reprint. Any Crook County Business is allowed to advertise in the guide. Being a part of this guide is good. They have national advertising campaigns in partnership with Wyoming Office of Tourism, they are buying into campaigns for Black Hills and Badlands.

They are trying to Geo fence South Dakota to get traveler this direction and doing things that get them to spend the night. The new format will include articles about local interests, history, and activities so it will be more of a full-fledged magazine. Jen is the primary contact; she does contract work for the Devils Tower Country Guide. Cindy Mosteller from the Moorcroft Museum is the chair right now and they just appointed Carrie Buck to be the Sundance representative on the board.

The ad deadline is November 1<sup>st</sup> absolute latest would be November 15<sup>th</sup> so we will need to make a decision on this. They would like us to join the larger publication instead of the visitor guides that we have done in the past. There is some concern in dropping the Sundance visitor guides because that guide focuses on Sundance itself. The tourism board will let us still print our own but they will not pay anything towards it. The board will discuss what they want to do and will let Jen know.

-Christmas Parade: The parade is always the first Friday in December. So it will be December 5<sup>th</sup> at 5:30 p.m. The American Legion has offered to make it work that night, organize and send them down the road. The announcer is possibly arranged and the announcing system has been reserved with the city. Jamie will still take care of the details like the entry forms and promotion. Jamie will also have a list to give the announcer of everything happening that night in town. Lineup will begin at 4:30 p.m. with parade starting at 5:30 p.m. Horses allowed, no fireworks, no Santa's. No candy thrown from floats but can be handed out if want to walk and do that. In the past judging has been done for Overall appearance and originality but we can do something else. We will do a vote to pick the theme for this year. Jamie will set up the voting soon.

-Shop Small: It will be November 29<sup>th</sup> this year. We do punch cards and \$50 spent will fill a card. They are collected at the end of the night and a winner is drawn to receive \$250 in Sundance Bucks. The winner is announced at the parade. The library will divide out the items into the bags so they can be taken and delivered to different locations by the board members.

-Ladies Night Block Party: Starts this year at 4 p.m. and runs until 8 p.m. However, wine will not be served until 5 p.m. That gives the ladies more time to shop but keeps the wine time the same. With more vendors it allows everyone more time to get to everyone without feeling rushed. Wine glasses will be ordered after the voting for what will be on them. Shopping bags are sponsored and will be ordered as well. Jamie handles everything that way she has a list to hand out to the ladies of what and where all the vendors are.

-#Sundance2Bucks: Runs November 1<sup>st</sup> through December 15<sup>th</sup>. You spend \$2 dollar bills at businesses and take a picture, post it on Facebook with the #Sundance2Bucks. That will get you one entry if you tag the business that will get you a second entry. They are then collected and a drawing will be held for a winner of the Sundance Bucks prize money.

Old Business:

-Relocation Guide: The sales should be final at \$3725 which is very close to the last update 2 years ago. They will be printed through Sundance Times.

-Other:

-It was brought up that the Sundance Nights were very much enjoyed and that even if it was a lot of work it could be something that could bring folks into town. Amber did a lot of work to make it work. The Chamber ended up funding a decent amount of it but moving forward it might get more sponsorship. If you really enjoyed the event, make sure to encourage Amber because she is the one that is spearheading it.

-The Horse Sale approximately brought in over a million dollars. Which is a huge increase from last year's hundred thousand so the event is defiantly growing. The event brought in people from all over the United States and with the Facebook promotions going worldwide. A great draw to the area.

Committee Reports:

-Events Committee:

-Ribbon cutting

-Sundance State Bank in Spearfish ribbing cutting will be in Spearfish on October 1<sup>st</sup> at 2 p.m. It will be a group picture with the Belle Fourche Chamber, Spearfish Chamber and Sundance Chamber at the Spearfish Location.

-Crook County Vet Clinic is still under construction, but once it is finished they do plan on doing a ribbon cutting during their open house. Date to be decided.

12:25 p.m. Bruce called the meeting to close.

Next meeting is Tuesday, October 21st, 11:30AM in the SSB Meeting Room.

Thank you, Farm Bureau Financial Services, for sponsoring our September lunch.