

Sundance Chamber
February 18, 2025
Sundance State Bank Meeting Room
11:30 a.m.

Attendees: Bruce Speidel – President, Trish Habeck – Vice President, Andy Miller – Treasurer, Jamie Jessen – Chamber Director, Jasmyne Braynt – At Large Member, Tony Barton – Winter Festival, Lane Blakeman – Sundance Septic, Erica Reasoner, 4H, Kristen Austin, Pinnacle Bank, Carol Stuzman – Crook County Public Health.

Bruce called the meeting to order – 11:40 a.m.

Treasurer's Report:

The recap from January - starting to see member income rolling in, some Christmas promotion, Sundance, bucks purchased, and we started to get some Winterfest income as well. 8,500 for the month and then just our typical fees. We had Sundance Bucks reimbursement, and then we had some web website posting the annual plus a 10-hour block on there. Started off to the positive net income was about 5,100. Bruce made the motion – Trish second. Motion passed

Administrative Report:

Membership renewals are coming in. Jamie worked on Winterfest and is sending out the information for visitors' guides. Website traffic was up from last month and last year in January.

Budget:

Andy put this together based on last year, where we finished, and then some of the things we know we have in common. Membership, Andy assumes a 5% increase over 2024. The promotion board grants include Black Hills of Badlands, winter Fest, visitor Guide, billboard, and Country junking and that's assuming we get those. The movies in the park, Andy did bump that up a little bit this year just trying to keep up with the expenses we'll have on that side. The relocation guide comes back online this year. We do it every two years, so we didn't last year. The visitor's guide is everything outside the promotion board grant, we were a little lower last year. We were about 6500 plus we had a \$5,000 promotion board grant. There is a little bit of an increase there. Winter Fest income in 2025 and that only includes the sponsorships we've taken in and doesn't account for some of the day of the events such as Calcutta. The Winter Fest reimbursement from the Sundance Downtown Association, they've committed to using the remaining funds there to fund Winterfest expenses.

Expenses – Counted for some increases. Relocation guide cost, including the museum's summer help, included the billboard in there, if we got the grant, which would basically offset that cost. Andy plugged them in at 7,000 on both sides.

Net income – about 3695 give or take just the timing on some issues. We try to get as close to zero as we can. Last year, for example, we were about 3 to 4,000 negatives at the end of the year. We are balancing rather good. The big item to note on the Winterfest is reimbursement and we did have some carryovers from 2024. We had about \$11,100 in sponsor sponsorships carry over from that prior year. We got a promotion board grant. We got some apparel, sales and Calcutta in here.

Bruce made a motion to approve the budget. Trish seconded it. Motion passed

New Business:

Fairgrounds – will be hiding 500 ducks around the fairgrounds during fair week. To increase traffic in their low traffic areas.

Winterfest:

Tony thought Winterfest was successful. Drone footage with a snapshot – 450 doesn't count for the people inside the bars or the buildings that were open. There were a lot of different activities going on during the same time. Wrist bands – 179. See if the Be Well Coalition will provide more training and education for the bars and the wrist bands? 42 teams this year. The open class was low in numbers this year but were competitive. Maybe next year we will look at putting money in the open to encourage more people to enter. Shout out to Jamie and Kristen for all the office work they did. Not enough volunteers this year. Looking ahead for next year in new ways to get volunteers especially for cleanup (Clubs, 4-H, High School kids). Look into adding something in the city bills or Powder River asking for volunteers or having board members personally ask people to volunteer (more personable). Make sure we have the right person for the right position. The floor heat worked – significant difference having little airspace and standing on plywood versus concrete. Happy with the turnout for the weather we had. People brought fire pits. Quick recap - last year we had to cancel Winterfest, and a lot of that stuff moved forward. We paid a fair number of expenses. Last year, for example, we paid for buckles, we paid for the apparel. Andy did a two-year recap and not finalized yet because we don't have all the expenses for this year but for example this year with the sponsorships, the grant, the wristband, Calcutta, apparel and vendor fees, we were somewhere around 16,800 for 2025. In 2024, we brought in about 8,900 in sponsorship and 2200 in grants for 11,100. The total on the income side was about 27,900 roughly. Andy estimated the expenses this year at about 16,400 for the total. The course building came in quite a bit lower than last year. Apparel sales are about \$600. Finalize things - \$450 to the announcer, Tony thought it was \$500 – Andy will double check that. 5% increase each year (10% from 2 years ago) to Tony \$3350.

Billboard:

Bruce will be attending the next meeting, and we are asking for \$7,000. That's what is left in the budget from the promotion board. They have grant requests.

Ribbon cutting:

Soul Roots – not ready yet. Sundance Septic and Coyote Kennels when it is warmer. Jamie will contact them when ready and take pictures of the imagines.

Meeting adjourned at 12:40 p.m.

Next meeting will be March 18 at 11:30 a.m. at SSB meeting room.