

REGULAR MEETING OF THE OACOMA TOWN BOARD
May 15, 2023

The Oacoma Town Board met in regular session at 7:00 P.M. on May 15, 2023, in Meeting Room #2 at the Oacoma Community Center. Board members present were Gary Dominiack, President; Richard Kirkpatrick, Vice President; Kyle Fuchs; Robin Hutmacher; and Justin Rabern. Also present were Valerie Moore, Finance Officer; Jona Ohm, Middle America Communication Solutions; Steve Clark and Brad Wiese, GF Advertising Services; and Brian Burke, Dakota Shell/Oacoma BID Board. Mark Mueller, Oasis Pump 'n' Camp/Oacoma BID Board arrived later during the meeting.

MINUTES

Motion by Hutmacher, second by Fuchs, to approve the minutes of the regular meeting on May 1, 2023. Motion carried.

PUBLIC COMMENTS

Time was reserved for public comments pursuant to SDCL 1-25-1. No comments were offered.

DIGITAL MARKETING

Steve Clark and Brad Wiese of GF Advertising Services presented a 2023 digital marketing proposal utilizing Oacoma's billboards, visitor website and Facebook page as tools to promote and track visitor engagement. The proposal includes sponsorship from at least eight Oacoma businesses at \$1,100 each with \$4,000 requested from the town to redesign the visitor website homepage by adding tiles for each business sponsor, purchase of 1,200,000 ad impressions, and bi-weekly Facebook features of sponsoring businesses. Wiese explained that a geo-tracking mechanism will be enabled on the ad impressions to track visitor engagement at participating sponsor businesses.

The board discussed the proposal's budget of approximately \$13,000 and participation by Oacoma businesses. A recommendation was made for GF Advertising to reach out to several other businesses for participation. Motion by Kirkpatrick, second by Hutmacher, to authorize funding not to exceed \$2,000 of the \$13,000 budget for the 2023 digital marketing proposal presented by GF Advertising with costs shared equally between the BBB Sales Tax Fund and BID Fund. Motion carried.

CONTINGENCY TRANSFER

Motion by Fuchs, second by Rabern, to authorize a \$600 General Fund budget transfer from 101-411.5 Contingency to the General Fund budget for 101-429 Public Safety-Civil Defense for warning siren repairs. Motion carried.

RAFFLE

Motion by Kirkpatrick, second by Hutmacher, to authorize a fundraising raffle conducted by the Junior Members of the American Legion Auxiliary on June 8-11, 2023, at Arrowwood Resort. Motion carried.

WNV GRANT

Motion by Hutmacher, second by Rabern, to authorize submission of a \$1,500 grant request to the SD Dept. of Health for West Nile Virus Prevention. Motion carried.

RECONCILIATION OF CASH ASSETS

Dominiack verified the Reconciliation of Cash Assets for the month of April.

OTHER DISCUSSION

Rabern reported he received complaints of dirt bikes being operated carelessly by children on city streets and on public park property. Dominiack will discuss the issue with Chamberlain police officers.

Dominack reported there is a public misconception that city officials ordered the closure and barricading of several trails on the Oacoma Flats. He explained the rocks barricading several trails were placed by the U.S. Army Corps of Engineers (COE). Dominiack and Utilities Manager, Bryan Mahrt, recently conducted an on-site inspection of the trails on Oacoma Flats with COE and SD Game, Fish and Parks (GFP) officials. COE and GFP officials will coordinate which trails shall be properly closed, opened and/or improved. It was also determined that COE personnel will remove and dispose of trees which were cut down during the COE shoreline stabilization project.

PAY BILLS

The following bills were approved for payment: A&R Truck Equipment, hose-14.37; American Island Day Festival, donation-100.00; Automatic Building Controls, inspect OCC fire alarm-492.00; Banner Associates, wastewater facility plan-3504.00; Brule County Lumber, repair overhead door at shop-551.50; Burke Oil, gasoline-844.25; Byre Bros., garbage service and pull container-333.60; City of Chamberlain, jet sewer main-300.00; Core & Main, water meter-241.41; Cutler Law Firm, legal fees-375.00; Hawkins, Inc., chemicals-2836.79; WEERC, lab samples-89.00; West Central Electric, utilities-5134.41.

ADJOURNMENT

Motion by Hutmacher, second by Kirkpatrick, to adjourn. Motion carried. The next regular meeting is scheduled for Monday, June 5, 2023, beginning at 7:00 P.M. in Meeting Room #2 at the Oacoma Community Center.

Gary Dominiack, President

Valerie J. Moore, Finance Officer

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