

## South Dakota Walleye Classic

### Meeting Minutes

December 12, 2025

The meeting was called to order by Bryan German via Teams Meeting. The following members attended: Becky Randall, Bill Waeckerle, Dana Randall, Sandy Gilyard, Marissa Gilyard and Craig Mehlhaff. On teams meeting was Mike Valster.

A copy of the November minutes was handed out to those in attendance. Craig Mehlhaff made a motion to approve and second by Dana Randall. Motion carried.

The financial report was given by Becky Randall. Bill Waeckerle made a motion to approve and second by Craig Mehlhaff. Motion carried.

### **New Business**

1. Gregg submitted application to SD GF&P.  
Akaska and Hoven Fire Dept's will get fish donations. Gregg contacted Tyler Fischer in Gettysburg 605-769-4148 to see if they want to clean fish from Witlocks and they will discuss at next board meeting before they commit but expressed great interest.
2. Bankwest interest rate : Completed 8-month CD for \$50,000 with 3.6% interest rate. CD matures in mid July 2026.
3. Advertising will start in mid January for tournament and registration will go live. A motion by Craig Mehlhaff was made not to limit registration and second my Sandy Gillyard. Motion carried
4. Tournament Advertising in Missouri River Map and Missouri River Travel guide was discussed with Marissa as she placed the ad but Mike V. from AFTCO will get the AFTCO ad put together now that we know that color of the Pickup so Marissa will wait for the new ad from AFTCO and she will contact them to take out the ad that Marissa put together and put in AFTCO ad if time allows before going to print. Marissa also has 2 spots reserved with a 2 year commitment for the Missouri River Map. We will be invoiced for 2 spots for \$1800.00, SDWC will take a spot, and we are hoping that AFTCO will take the other spot. We will discuss with Mike V. in January at next meeting so they can get their ad put together.

5. Kids Ice Fishing Event will be January 24<sup>th</sup>. A motion was made by Bill W. to purchase 20 gift cards of \$10.00 each for the adult drawing. Craig Mehlhaff will get the gift cards and will enter the adults in the drawing that day. Becky will get ahold of Tony to order the food as it gets closer to the date. We will have the junior wolf dogs and mac & cheese again along with cookies.

**Old Business:**

- a. Calendar sales- Craig has 466 stubs collected.
- b. Weekley gun calendar continues. All but 4 guns have been claimed. Craig would like to stop the emails that go out weekly for the calendar winners as many people are not receiving the emails and there is no follow through. Now that Marissa has the FB page updated daily we will put winners on that and on our SDWC web site. Bill W. Made motion to stop outgoing emails weekly with a second by Sandy G. Motion carried.
- c. Marissa hadn't received any historical photos yet from Vicky Suby so Becky reached out again and gave Vicky Marissa's info and Marissa has Vicky's info. They will work together to get the pictures.
- d. Marissa would like to get more info about Lake Oahe Restoration on our website. Avid Hawk is working with Marissa and they have updated the photo of the town of Akaska and swapped out the logo so it's a clear picture on web site.
- e. LOWC update from Bill W. – meeting with legislator and new legislations to pass as Bill will be testifying for the need for more hatchery equipment in place to stock enough fish.

**New Business from the floor:**

Marissa asked if we would be interested in advertising with Missouri River Tourism for some of their sports shows and events. We have to have a minimum of 300 brochures and \$300 per card. Sandy made a motion to have Marissa put something together and then get pricing for next meeting.

Mike Valester spoke about the upcoming AFTCO Throwdown and the first place prize. Mike has been working with Jerry Beadle from Beadle Ford and we will be giving away a \$35k Ford Maverick for 1<sup>st</sup> place. The color will be blue and will have it wrapped with the AFTCO advertising and the QR code so that if anyone wants to sign up registrants will be taken directly to the website. Mike also stated that

10% of the entry money will be donated to the Lake Oahe Restoration Coalition as part of AFTCO's conservation project.

Jerry Beadle will be taking the vehicle to 4 different events this winter to advertise.

January 15-17<sup>th</sup> Mobridge Ice Fishing Tournament

January 24<sup>th</sup> Kids Fishing Tournament in Akaska

January 31<sup>st</sup>-Feb. 1<sup>st</sup> Men's Pollock Ice Fishing Tournament

February 12<sup>th</sup> Great Plains Banquet in Aberdeen

Registration should go live the latter part of January. On The AFTCO page when someone registers the link will go direct to Midwest Fish Tournaments so that it is better streamlined than the company that was used last year. The cutoff for registering will be beginning of July. Mike has budgeted for 600 swag packs as we will not be limiting the registrations but will have limited swag packs. The swag packs will be shipped at least a week before the tournament.

Advertising will be the same as last year with Radio ads, email ads, Facebook and e-blasts.

Becky is working on getting food trucks in town and then out at the weigh-ins. It was brought up again about selling parking passes on Friday before people go out to watch the weigh-ins on Saturday, we will ask Ryan Persoon about getting passes to sell on Friday of registration.

We will have 2 weigh-in locations this year, one at Swan Creek and one at Witlock's.

A motion to adjourn the meeting was made by Sandy Gillyard and second by Bill Waeckerle. Motion carried.

Next meeting- tentative date is January 15<sup>th</sup> depending on Mike Valster attending.

Meeting adjourned.

Submitted by: Becky Randall, Secretary