



MINUTES FOR THE BOARD OF DIRECTORS MEETING

THURSDAY, February 9, 2023

10:30 a.m. – 11:30 a.m.

The Monument

Combined with **Hotel BID Board of Directors Meeting**

VRC BOARD OF DIRECTORS

PRESENT

J. Scheitler
K. Cook
K. Buntrock
L. Montague
P. Dame
R. Zebroski
S. Dowling
T. Johnson
W. Lampert

ABSENT

C. Johnson
D. Tribby
M. Pawelski
M. Derby
S. Landguth

NON-VOTING MEMBERS

R. Jeffries
J. Biegler
M. Thomson
C. Baltzer

NON-VOTING MEMBERS

Mayor Steve Allender
J. Salamun
J. Brockelsby

HOTEL BID BOARD OF DIRECTORS

PRESENT

D. Dathe
G. Fawbush
K. Houk
L. Steffens
S. Hull
W. Lampert

NON-VOTING MEMBERS

K. Buntrock
B. Kaufman

ABSENT

NON-VOTING MEMBERS

Mayor Steve Allender
J. Salamun

VRC STAFF – Brook Kaufman, Domico Rodriguez, Stacie Granum, Dani Benne, Tyson Steiger, Cody Wiseman, Krystal Bresnahan, Shelby Solano

Call to Order

K. Buntrock called the meeting to order at 10:30 a.m. at The Monument.

Consent Agenda

W. Lampert made a motion to approve the consent agenda including the meeting agenda, December VRC/BID meeting minutes, and end of year financials. L. Steffens seconded motion. Motion carried.

Board Business

Review of 2021 Audit

Deidre Budahl presented opportunities for improvement stemming from the 2021 audit including segregation of duties and policy/procedure updates. She shared the full audit report is available on the VRC website. Kaufman reported Ketel Thorstenson will conduct the audit for 2022 in June.

Election of Officers

The nominating committee presented the following slate of officers for election to the Visit Rapid City Executive Committee for 2023:

- Kelly Buntrock – Chair
- Robin Zebroski – Vice Chair
- Patrick Dame – Secretary/Treasurer and Past Chair

The nominating committee presented the following slate of officers for election to the BID Board Executive Committee for 2023:

- Wade Lampert – Chair
- Lynzie Montague – Vice Chair
- Stacie Hull – Secretary/Treasurer

D. Dathe made a motion to approve the slate of officers for nomination for election to the Visit Rapid City Executive Committee and BID Board Executive Committee for 2023 as presented. L. Steffens seconded motion. Motion carried.

Approval of Depositories/Signatories

Proposed depositories for approval were presented including all financial institutions in Rapid City. Proposed approved signatories were presented including:

- Kelly Buntrock – Chair
- Robin Zebroski – Vice Chair
- Brook Kaufman – CEO
- Stacie Granum – CSO

T. Johnson made a motion to approve the proposed depositories and signatories as presented. W. Lampert seconded motion. Motion carried.

Board Conflict of Interest Statement

Kaufman asked each Board member to sign a statement of Conflict of Interest annually as part of DMAP Accreditation. Statements should be signed and returned to the VRC office by the end of February.

Strategic Plan Presentations

- a. Sales – T. Steiger reported on confirmed convention business for Rapid City in 2023 including Western Writers of America, Khe Sanh, RCALF, and South Dakota Sheep Growers. State sales efforts in 2023 will include attending the Defense Symposium as well as conducting a sales blitz in Pierre with state associations. Lead development will include maintaining strong social media

engagement, attending Connect Marketplace, hosting Amazing Rush Season 7 and a Custer State Park Buffalo Roundup FAM, and finalization of a new bid proposal template.

- b. Marketing – D. Benne updated the Board on VRC’s new brand which will include a new visual identity, website, email marketing platform, and CRM. The brand will be launched publicly in September. City exploration passes/programs will be created through Bandwango and Engage by Cell. Lead development will include Yellowstone Journal, Magnolia Journal, Black Hills & Badlands guide requests, and Amazing Rush meetings campaign. New free partner offerings for 2023 include 360-degree virtual property tours through Threshold 360 and the Destination Optimization Program encouraging partners to improve their organic online Google presence with accurate information and quality content. Strategic marketing partnerships include co-op programs with Travel South Dakota and Black Hills & Badlands.

BID Update

Kaufman shared HB 1109 to increase the occupation tax made it out of the House Taxation committee, as well as through the House. The bill will now be heard in the Senate Commerce and Energy committee, date undetermined.

P. Dame updated the board on SB 148 and SB 158, both relating to airport infrastructure improvements. Both bills will be heard next in the Joint Committee on Appropriations.

Stewardship Update

The first draft of the stewardship plan should be completed next week for staff review.

RCSC – Next Steps

D. Rodriguez shared the Rapid City Sports Commission logo, designed by VRC’s marketing team. He shared a facilities study will be conducted by Sports Facilities Companies in the coming months. J. Biegler shared facility lease language will be updated to allow for outside events to be hosted in the facilities as leases renew in 2023/2024.

Transportation Update

The Board agreed purchasing the 3 trolleys (2 in working condition) from the City is a great opportunity at a low cost of \$17,557.76. Kaufman reminded the Board they previously approved \$75,000 for this venture in the 2023 budget.

D. Dathe made a motion to approve the purchase of the trolleys and implementation of the transportation plan. R. Zebroski seconded motion. Motion carried.

Branding Initiative

N/A

City of Rapid City Report

N/A

Ex-Officio Reports

Rapid City Parks & Recreation

Biegler reported on ongoing projects including the Dinosaur Park accessibility project and the Sioux Park Tennis Courts reconstruction.

Black Hills & Badlands Tourism Association

M. Thomson reported on a recent American Bus Association (ABA) tradeshow. Her staff are currently working on peak marketing planning and the Black Hills Vacation Guide publication.

The Monument

C. Baltzer shared details on a successful Black Hills Stock Show & Rodeo. Onsite sales were down from 2022, the last record year, by -1.08%. He reported on upcoming events such as the Sports Show, ABBA tribute band concert, Rush hockey games, etc.

Central States Fairgrounds

R. Jeffries reported on the record-breaking \$3 million horse sale that took place during the Black Hills Stock Show.

Other Business

N/A

Adjournment

There being no further business to come before the Board, L. Steffens moved to adjourn at 11:35 a.m. D. Dathe seconded the motion. Motion carried.

Respectfully submitted,
Ally Formanek, Director of Operations
Visit Rapid City