



MINUTES FOR THE BOARD OF DIRECTORS MEETING
THURSDAY, May 26, 2022
10:00 a.m. – 11:30 a.m.
Mount Rushmore Society
Combined with Hotel BID Board of Directors Meeting

VRC BOARD OF DIRECTORS

PRESENT

VOTING MEMBERS

C. Johnson
D. Rodriguez
J. Scheitler
K. Buntrock
M. Pawelski
P. Dame
S. Landguth
T. Johnson
W. Lampert

NON-VOTING LIASONS

D. Drew

EX-OFFICIO

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

ABSENT

VOTING MEMBERS

D. Tribby
G. Wathen
K. Cook
L. Montague
M. Derby
R. Zebroski
S. Dowling

NON-VOTING LIASONS

EX-OFFICIO

Mayor Steve Allender
J. Biegler

HOTEL BID BOARD OF DIRECTORS

PRESENT

VOTING MEMBERS

D. Dathe
L. Steffens
S. Hull
W. Lampert

NON-VOTING LIAISONS

J. Salamun
K. Buntrock
B. Kaufman

ABSENT

VOTING MEMBERS

G. Fawbush
K. Houk
L. Montague

NON-VOTING LIAISONS

Mayor Steve Allender

VRC STAFF – Brook Kaufman, Ally Formanek, Dani Benne, Tyson Steiger

Call to Order

K. Buntrock called the meeting to order at 10:10 a.m. at Mount Rushmore Society.

Consent Agenda

P. Dame made a motion to approve the consent agenda including the meeting agenda, April VRC/BID meeting minutes, and Finance Report. D. Dathe seconded motion. Motion carried.

Board Business

N/A

President's Report

BID Update

B. Kaufman shared Gunderson, Palmer, Nelson & Ashmore, LLP (GPNA) is now on retainer with VRC in regard to expanding the BID. GPNA will go to work on exploring the process and preparing a potential bill, finding co-sponsors, etc. Kaufman also requested information from GPNA on how to create a county-wide BID while sustaining the current city-wide BID.

The following Board members will make up the new BID Committee: M. Derby, S. Landguth, T. Johnson, D. Dathe, G. Fawbush, L. Steffens, L. Montague, and W. Lampert.

Rapid City Sports Commission (RCSC) Update

Kaufman shared organization governance documents are already, or currently being, drafted for the new Rapid City Sports Commission including articles of incorporation and bylaws. A contract was signed with Huddle Up, who will provide the framework needed to successfully launch the RCSC. Representatives from Huddle Up will be in Rapid City July 5-7 meeting with stakeholders and touring facilities.

Sustainability Plan

Kaufman reported the Sustainability Plan RFP was finalized and sent to 10 vendors last week. The RFP includes aspects of visitor volume and natural assets. She shared within the next 3 weeks a vendor will be selected.

CTA

VRC will be signing a contract in the near future to begin building the frontline customer service training curriculum. Kaufman's goal is to provide its first training to frontline workers at Travel Rally Day 2023.

Office Space

Kaufman shared VRC will sign a 3-year lease to remain in its current location at the Shops at Main Street Square with early buyout and renewal options. The goal is to co-locate with Elevate Rapid City and Destination Rapid City in the future. Buntrock reiterated there are no future plans to merge VRC with Elevate Rapid City.

Bylaws Update

L. Steffens made a motion to make the following amendments to the Bylaws of Visit Rapid City:

- **Section 6.2 Executive Committee.** The Chair, Vice Chair, Secretary/Treasurer, and Past Chair of the VRC Board and the Chair, Vice Chair, and Treasurer of the Hotel BID Board serve on the Executive Committee.
- **Section 6.4 Finance Committee.** The VRC Board Secretary/Treasurer shall be the Chair of the

Finance Committee, which will include the Executive Committee, the President and CFO.
S. Hull seconded motion. Motion carried.

Miscellaneous Updates

Kaufman shared VRC is planning to host a luncheon this fall on how recreational marijuana impacts the tourism industry.

Kaufman suggested the VRC and BID Boards of Directors meet on a bimonthly basis moving forward. The sub committees, including the Executive Committee, will meet on an as needed basis. If any information needs to be shared with Boards members in the interim, it will be done via email.

City of Rapid City Report

D. Drew encouraged VRC's involvement in the 50th Anniversary Commemoration event of the Rapid City Flood taking place in June. Drew shared other upcoming city projects such as updates to the Rapid City Regional Airport, Rapid City landfill, and Block 5.

J. Salamun suggested having 1 City Council representative attend the VRC/BID combined Board meetings vs 2. He shared there may be changes to the City policy regarding who can hang banners downtown.

Ex-Officio Reports

BHSS/Central States Fair

R. Jeffries shared his facility is hosting the National Speleological Society Convention in June, as well as one of the Midwest's largest demolition derby's.

Jeffries reported Playhouse Road will be under construction beginning next week. To access the Black Hills Playhouse, visitors will need to enter through Custer State Park.

Governor's Tourism Advisory Board/Reptile Gardens

J. Brockelsby shared the Governor's Tourism Advisory Board will meet in July. SD Department of Tourism is anticipating a strong 2022 tourism season. The Department has chosen its 4 new marketing agencies, all based outside of South Dakota.

Black Hills & Badlands Tourism Association

M. Thomson explained how climbing gas prices have started to shorten the booking window for visitors. The Black Hills Visitor Information Center traffic is picking up as the Memorial Day holiday draws near.

The Monument

Craig shared The Monument is currently hosting many community engagement events, such as graduations, recitals, etc. as they enter their slower period of the year.

He shared statistics from the recent Morgan Wallen concert held in the Summit Arena. The sold-out show brought in over 10,000 attendees from 48 states, approximately half being from South Dakota. Baltzer shared the new Summit Arena performed very well for its first sold out concert.

Other Business

S. Landguth reported the Ellsworth Air & Space show saw an estimated 60,000 attendees over the 2-day event. The official groundbreaking took place yesterday as construction began on the first project to welcome the B-21 Raider.

Adjournment

There being no further business to come before the Board, L. Steffens moved to adjourn at 11:10 a.m. D. Dathe seconded the motion. Motion carried.

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