



MINUTES FOR THE BOARD OF DIRECTORS MEETING

THURSDAY, June 8, 2023

10:30 a.m. – 11:30 a.m.

The Monument

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

VRC BOARD OF DIRECTORS

PRESENT

C. Johnson
K. Cook
M. Pawelski
S. Landguth
T. Johnson
W. Lampert

ABSENT

J. Scheitler
K. Buntrock
L. Montague
M. Derby
P. Dame
R. Zebroski
S. Dowling

NON-VOTING MEMBERS

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

NON-VOTING MEMBERS

Mayor Steve Allender
J. Biegler

HOTEL BID BOARD OF DIRECTORS

PRESENT

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

ABSENT

G. Fawbush
K. Houk
L. Montague

NON-VOTING MEMBERS

J. Salamun
B. Kaufman

NON-VOTING MEMBERS

Mayor Steve Allender
K. Buntrock

VRC STAFF – Brook Kaufman, Domico Rodriguez, Stacie Granum, Ally Formanek, Dani Benne, Cody Wiseman, Shelby Solano

Call to Order

W. Lampert called the meeting to order at 10:30 a.m. at The Monument.

Consent Agenda

Due to lack of quorum, no motion was made on the consent agenda.

Board Business

Strategic Issue 1: Visual Identity Presentation by Simpleview

Dennis Reno, of Simpleview, revealed Visit Rapid City's new brand. The presentation showcased the new brand design, logo options, color palette, and fonts. The Board agreed that the logo stands out from others, is adaptable, bold, clean, and versatile. The process behind the creation of the brand was appreciated. All members agreed on moving forward with the brand as presented. The new brand will be launched in December 2023.

Strategic Issue 2: Rapid City Sports Commission Update with Domico Rodriguez

D. Rodriguez provided the Board with an update on the Rapid City Sports Commission including Sports ETA, facilities, and the Sanford Sports Academies. Rodriguez attended Sports ETA to meet with decision-makers responsible for organizing sports events at one of the largest gatherings of top executives in the sports events and tourism industry.

VRC is partnering with Sports Facilities Companies (SFC) on a facilities study for Rapid City to be completed in July. Rodriguez shared there was good participation during focus groups from area lease holders.

Rapid City Sports Commission is offering its fiscal agent services and assisting with facilities coordination for Sanford Health to host the Sanford Sports Academies in the Black Hills to train local youth athletes. Area banks sponsored the academies featuring professional-level coaching in golf, football, wrestling, and volleyball.

Adjournment

There being no further business to come before the Board, the meeting was adjourned at 11:36 a.m.

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