



**MINUTES FOR THE BOARD OF DIRECTORS MEETING**  
THURSDAY, August 25, 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**

C. Johnson  
D. Tribby  
D. Rodriguez  
G. Wathen  
K. Cook  
K. Buntrock  
M. Pawelski  
P. Dame  
S. Dowling  
T. Johnson  
W. Lampert

*NON-VOTING MEMBERS*

J. Brockelsby  
M. Thomson  
C. Baltzer

**ABSENT**

J. Scheitler  
L. Montague  
M. Derby  
R. Zebroski  
S. Landguth

*NON-VOTING MEMBERS*

Mayor Steve Allender  
J. Salamun  
R. Jeffries  
J. Biegler

**HOTEL BID BOARD OF DIRECTORS**

**PRESENT**

K. Houk  
L. Steffens  
W. Lampert

*NON-VOTING MEMBERS*

K. Buntrock  
B. Kaufman

**ABSENT**

D. Dathe  
G. Fawbush  
L. Montague  
S. Hull

*NON-VOTING MEMBERS*

Mayor Steve Allender  
J. Salamun

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

## **Call to Order**

K. Buntrock called the meeting to order at 10:03 a.m. at Mount Rushmore Society.

## **Consent Agenda**

C. Johnson made a motion to approve the consent agenda including the meeting agenda and May VRC/BID meeting minutes. T. Johnson seconded motion. Motion carried.

## **Board Business**

N/A

## **President's Report**

### *Market Update*

B. Kaufman presented statistics relating to occupancy, average daily rate (ADR), supply vs demand, and tax collections year over year. Statistics, such as occupancy and ADR, were compared to the price per gallon of gasoline resulting in minimal to no correlation between the two. She shared statistics on short term rentals (STRs) relating to ADR, availability, and revenue. Kaufman reported Rapid City does not currently have ordinances regulating STRs within the city. In the month of July 2022, STRs generated almost \$5 mil in revenue in Rapid City. She shared forecast reports relating to occupancy and ADR showing 2022-2023 statistics similar to 2019.

### *Subcommittee Reports*

#### a. BID Committee

Kaufman shared VRC has contracted with Civitas, the leader in working on BID/TID legislation across the US. After meeting with Civitas, the BID subcommittee has reviewed and revised current legislation to modernize the language. The proposed language will enable counties to set up a BID and remove the \$2/per occupied room/night tax. No percentage is yet agreed upon. Next steps include a language review by Legislative Research Council and state-wide education on the revised legislation.

#### b. Marketing Committee

P. Dame, G. Wathen, and D. Benne recapped topics covered in the last Marketing Committee meeting including the Visitors and Insider Guides, ad sales, accessible travel, and new marketing platforms. Wathen shared full-page ads in the Rapid City Visitors Guide and Rapid City Insider Guide are priced at \$5,000 and \$1,750 respectively.

#### c. Critical Issue/Stewardship Committee

M. Pawelski updated the Boards on the progress of the Stewardship Plan, which will address the social, economic, and environmental impacts of tourism on the destination. Development of the plan will require input, feedback, and participation from all facets of the community. S. Granum shared upcoming important dates in regard to the Stewardship Plan:

- Community email survey – after Labor Day
- Community members zoom interviews – September/October
- Shared goals workshop – November 14 & 15
- Plan draft completed – December
- Plan presentation – February 2023

### *CFO by Design*

Kaufman shared CFO by Design is taking a closer look into VRC's current policies and processes as it pertains to finance. They will provide feedback and recommendations in the coming weeks.

Currently, an audit is being done on the 2020 financials of VRC. Kaufman stated to the Boards to expect an audit to take place annually moving forward.

#### *FY23 Budget*

Kaufman shared the FY23 Budget template Staff are currently preparing for Board approval. The budget will be presented using the direct cost method enabling expenses to be tied to a specific department or project.

#### *Resident Sentiment Study*

Kaufman shared a key initiative for VRC in FY23 is the creation of a resident vertical to build ambassadorship of the destination.

VRC conducted a resident sentiment study garnering 400 responses. A summary, as well as a copy of the survey results, was given to Board members for their review.

#### *Key Dates*

- a. Cannabis Tourism Luncheon – September 21 (11:30am – The Monument)
- b. Huddle Up Stakeholder Presentation – September 27 (8am – Holiday Inn Downtown)
- c. Destination Next Survey – after Labor Day (Where? In your inbox)
- d. Standing Up Stewardship – November 14, 15 (Locations/Time TBD)

#### **City of Rapid City Report**

N/A

#### **Ex-Officio Reports**

##### *The Monument*

C. Baltzer reported over the slower summer months, the Monument team has been perfecting the new Summit Arena to become more efficient for hosting events. The Monument continues to see issues filling part-time positions. As a solution, they've begun creating new, full-time positions to attract applicants.

The Monument, along with Visit Rapid City, will be conducting an Economic Impact Study of The Monument. Kaufman and Baltzer will ask the City of Rapid City to also participate financially.

##### *Governor's Tourism Advisory Board/Reptile Gardens*

J. Brockelsby shared the Governor's Tourism Advisory Board will meet in Yankton following the Labor Day holiday. He shared the SD Department of Tourism (SDT) has secured all speakers for the Governor's Tourism Conference in January 2023.

Brockelsby encouraged Board members to participate in the SD Great Place Designation customer service training program produced by SDT.

##### *Black Hills & Badlands Tourism Association*

M. Thomson shared the association's Annual Meeting will take place October 26 which will include a brief meeting and luncheon beginning at 11am.

## **Other Business**

### *Tourism Economic Study*

VRC has retained Tourism Economics to recalibrate the statewide travel sector study to focus on Rapid City specifically. We anticipate having results in September 2022.

### *Airline Meetings*

Kaufman shared she'll be traveling with P. Dame in September to attend meetings with the hopes of expanding air service for Rapid City Regional Airport (RAP).

### *How You Can Help VRC*

Kaufman named organizations she needs assistance getting in touch with including the SD Municipal League, SD Retailers, VIA, Innkeepers Association, etc.

### *Next Meeting – October 27*

The next VRC/BID Board of Directors Meeting will take place on Thursday, October 27.

### *Other Announcements*

D. Tribby reminded the Boards of upcoming events including Black Hills PowWow (October) and Lakota Nations Invitational (December).

S. Dowling announced her departure from Black Hills Energy as of August 26. She has accepted a Rapid City-based position with Preferred Hotels & Resorts as their Senior Vice President of Public Relations & Corporate Communications.

Dame announced RAP received another small community air service development grant totaling \$500,000 to expand air service.

## **Adjournment**

There being no further business to come before the Board, K. Buntrock moved to adjourn at 10:57 a.m. S. Dowling seconded the motion. Motion carried.

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