



**MINUTES FOR THE BOARD OF DIRECTORS MEETING**

THURSDAY, October 27, 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. Rodriguez  
J. Scheitler  
K. Cook  
K. Buntrock  
M. Pawelski  
M. Derby  
P. Dame  
S. Landguth  
T. Johnson  
W. Lampert

*NON-VOTING MEMBERS*

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

**ABSENT**

D. Tribby  
S. Dowling  
G. Wathen  
L. Montague  
R. Zebroski

*NON-VOTING MEMBERS*

Mayor Steve Allender  
J. Biegler

**HOTEL BID BOARD OF DIRECTORS**

**PRESENT**

L. Steffens  
W. Lampert

*NON-VOTING MEMBERS*

J. Salamun  
K. Buntrock  
B. Kaufman

**ABSENT**

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

*NON-VOTING MEMBERS*

Mayor Steve Allender

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

**Call to Order**

K. Buntrock called the meeting to order at 10:04 a.m. at Mount Rushmore Society.

**Consent Agenda**

W. Lampert made a motion to approve the consent agenda including the meeting agenda, August VRC/BID

meeting minutes, and year-to-date financials. P. Dame seconded motion. Motion carried.

## **Board Business**

### *2023 VRC/BID Officers*

Buntrock suggested all officers, including VRC and BID Boards, remain the same through the end of 2023. He recommended the position of Board Chair be a two-year term.

T. Johnson made a motion to approve the current slate of officers continue in their roles through 2023. S. Landguth seconded motion. Motion carried.

## **President's Report**

### *State of Tourism Update*

Kaufman reviewed VRC's priorities moving into 2023 including a stewardship plan for the Rapid City area, creation of the CTA (Certified Tourism Ambassador) Program, Rapid City Sports Commission, making data-driven decisions, EDI (Equity, Diversity, Inclusion), modernizing BID language, financial accountability/transparency, air service enhancement, DMAP accreditation, VRC brand/website, and building a strong, focused organization.

A discussion began regarding modernizing BID language and the legislative process.

Kaufman presented statistics on occupancy and average daily rate (ADR) as it relates to short-term rentals and hotels properties. She shared forecast reports relating to the same metrics for 2022-2023. High percentages of visitors are coming from the states of SD, MN, CO, and WI, which is in line with years past. Kaufman reported the VRC sales team recorded a record economic impact during the month of September of over \$1,000,000.

### *Budget Presentation*

Kaufman shared an overview of the proposed FY23 annual budget including total revenue and expenses totaling \$3,039,310. Revenue sources include BID, BBB, investments, and partnerships, as well as one-time funds from the VRC savings account. These one-time funds will be used for purchase of the City-owned trolleys, new website, air service development, and an enhanced recruitment campaign. Kaufman reviewed expenses separated into categories including office/administrative, employee compensation/benefits, marketing, and sales.

L. Steffens made a motion to approve the FY23 annual budget as presented. M. Pawelski seconded motion. Motion carried.

### *Stewardship Plan Presentation*

S. Granum encouraged Board members to RSVP for and attend one of the stewardship workshop sessions on November 14-15. Findings from the destination assessment will be shared and plan priorities created through group brainstorming.

### *Key Dates*

The next Board of Directors meeting will be December 15 at Mount Rushmore Society at 10am.

## **City of Rapid City Report**

J. Salamun reported the City's annual budget was approved. Priority budget items included public safety

with the addition of new police officers, as well as funding for Journey On.

### **Ex-Officio Reports**

#### *The Monument*

C. Baltzer shared The Monument is entering its busy season with Rush hockey games beginning this weekend. Planning for Lakota Nation Invitational and the 2023 Black Hills Stock Show and Rodeo Rapid City is underway. He reported the Book of Mormon was the most successful Broadway show held at The Monument since 2014. Tickets are currently on sale for concerts including Kane Brown and Old Dominion. Mountain West Beer Fest will be held on Saturday, November 12.

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

M. Thomson shared the association elected 2023 Board members and awarded BH&B's annual tourism awards at their annual meeting on October 26, 2022. She shared the Special Achievement Award recipient was the Black Hills Powwow. The Tourism Pioneer Awards were awarded to Stan Anderson and Michelle Lintz.

#### *Central States Fair*

R. Jeffries shared upcoming events hosted by the Central States Fairgrounds including rodeos and motorcycle racing. Official dates of the 2023 Black Hills Stock Show are January 27 – February 4.

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

J. Brockelsby shared the Governor's Tourism Advisory Board will meet on December 1. SD Tourism is hosting an Agritourism Workshop November 17 in Sturgis.

### **Other Business**

#### *Ellsworth Authority Update*

S. Landguth shared he is one of the speakers at Elevate Rapid City's Critical Issues Luncheon Thursday, November 3, 2022 on the topic of Ellsworth Air Force Base and its upcoming expansion. He also shared the Liberty Center Recreation Facility in Box Elder will host a ribbon cutting November 17.

#### *Lakota Nation Invitational Key Dates*

D. Tribby shared the LNI reception will be held at Prairie Edge the evening of November 16. The LNI Red Carpet Welcome will take place December 13 welcoming teams to Rapid City.

#### *Julie Schmitz-Jensen Scholarship Fund*

The Julie Schmitz-Jensen Scholarship Endowment Fund has been established through Black Hills Area Community Foundation. This fund will award a South Dakota high school student enrolled in a tourism degree program in the state a \$2,500 scholarship annually. More details on how to donate will be shared when available.

### **Adjournment**

There being no further business to come before the Board, P. Dame moved to adjourn at 11:15 a.m. W. Lampert seconded the motion. Motion carried.

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