



MINUTES FOR THE BOARD OF DIRECTORS MEETING

Tuesday, December 14, 2023

9:00 a.m. – 10:00 a.m.

The Monument

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

VRC BOARD OF DIRECTORS

PRESENT

C. Johnson
J. Scheitler
K. Cook
K. Buntrock
M. Derby
R. Zebroski
S. Landguth
T. Johnson
W. Lampert

ABSENT

L. Montague
M. Pawelski
P. Dame
S. Dowling

NON-VOTING MEMBERS

J. Brockelsby
M. Thomson
J. Kraemer

NON-VOTING MEMBERS

L. Lehmann
Mayor Jason Salamun
R. Jeffries
J. Biegler

HOTEL BID BOARD OF DIRECTORS

PRESENT

L. Steffens
S. Hull
W. Lampert

ABSENT

G. Fawbush
L. Montague

NON-VOTING MEMBERS

K. Buntrock
B. Kaufman

NON-VOTING MEMBERS

Mayor Jason Salamun
L. Lehmann

VRC STAFF – Brook Kaufman, Domico Rodriguez, Tyson Steiger, Cody Wiseman, Kelsy Peterson, Shelby Solano, Laurie Sutterer

Call to Order

K. Buntrock called the meeting to order at 9:00 a.m. at The Monument.

Consent Agenda

W. Lampert made a motion to approve the consent agenda including the meeting agenda, October VRC/BID meeting minutes, and October/November 2023 financials. L. Steffens seconded motion. Motion carried.

Board Business

2024 Budget Review and Approval

B. Kaufman reviewed top initiatives of 2023 including HB 1109, stewardship, DMAP accreditation, new brand/website, trolley acquisition, launch of Certified Tourism Ambassador (CTA) program, clean 2020, 2021, 2022 audits, Rapid City Sports Commission (RCSC), record year for meetings business, historic number of visitors served in office, and notable public relations efforts.

Kaufman shared the proposed 2024 budget. The most significant funding sources remain BBB and BID tax revenues. Additional funding includes grant funding, trolley ticket sales, RCSC funding, investments, and marketing fees. Total projected revenue totals \$3,318,480. She reported expenses as a percentage of budget: Admin (12%), Marketing (27%), CTA (6%), RCSC (15%), Sales/Service (23%), Advocacy/PR (9%), Trolley (8%). 31% of total revenue will be allocated to staff salaries, benefits, and taxes. Kaufman explained a one-time funds request of \$275,000 to invest in additional digital media, TripAdvisor digital advertising, and a possible visitor center expansion.

Motion made by T. Johnson, seconded by S. Landguth, to approve the 2024 budget as proposed. Motion carried.

Annual Meeting

Proposed depositories for approval were presented including all financial institutions in Rapid City. Motion made by L. Steffens, seconded by S. Hull, to approve the proposed depositories. Motion carried.

The nominating committee presented the following slate of officers for election to the Visit Rapid City Executive Committee for 2024:

- Robin Zebroski – Chair
- Tim Johnson – Vice Chair
- Scott Landguth – Secretary/Treasurer
- Kelly Buntrock – Past Chair

Motion made by W. Lampert, seconded by K. Cook, to approve the slate of officers as presented to the Visit Rapid City Executive Committee for 2024. Motion carried.

The nominating committee presented the following slate of officers for election to the BID Board Executive Committee for 2024:

- Logan Steffens – Chair
- Stacie Hull – Vice Chair
- Wade Lampert – Secretary/Treasurer

Motion made by M. Derby, seconded by K. Cook, to approve the slate of officers as presented to the BID Board Executive Committee for 2024. Motion carried.

Proposed approved signatories were presented including:

- Robin Zebroski – VRC Board Chair
- Tim Johnson – VRC Board Vice Chair
- Logan Steffens – BID Board Chair
- Brook Kaufman – CEO

- Kelly Buntrock – VRC Board Past Chair

Motion made by S. Hull, seconded by T. Johnson, to approve the proposed signatories as presented. Motion carried.

Conflict of Interest Forms

Kaufman shared each board member would receive their conflict of interest form via DocuSign following the board meeting.

Board Member Acknowledgement

Kaufman recognized P. Dame's years of service to the board as his term expires at the end of December 2023. She also recognized K. Buntrock's years of service as the VRC Board Chair for the years 2022 and 2023.

Board Constitution

Kaufman reported Davis Dathe and Katie Houk have both resigned from the BID Board. Potential new board members include Jami Battochio, Chris Bros Hospitality, and Jennifer Seifert-Brenna, Lloyd Companies.

Kaufman shared the board meeting attendance policy will be enforced for 2024. Board members are allowed no more than 3 unexcused meeting absences throughout the calendar year.

Ex-Officio Reports

Black Hills & Badlands Tourism Association

M. Thomson reminded the board of the Visitor Industry Alliance raffle taking place at the SD Tourism Conference in January. She encouraged board members to donate items if interested.

SD Tourism Advisory Board

J. Brockelsby shared tourism award winners have been chosen. Awards will be given at the evening gala during the SD Tourism Conference.

Brockelsby reported the Badlands National Park Conservancy has hired an Executive Director, who will begin January 1, 2024.

Ellsworth Authority

S. Landguth reported construction of facilities and planes is on schedule. The first plane should arrive in Rapid City in 2027.

Legislative Update

M. Derby reported session begins January 9, 2024.

Adjournment

Meeting adjourned at 9:35 a.m.

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