



MINUTES FOR THE BOARD OF DIRECTORS MEETING

THURSDAY, December 15, 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
G. Wathen
K. Cook
K. Buntrock
L. Montague
M. Pawelski
M. Derby
P. Dame
S. Landguth
T. Johnson

NON-VOTING MEMBERS

J. Salamun
C. Baltzer

ABSENT

W. Lampert
D. Rodriguez
J. Scheitler
R. Zebroski
S. Dowling

NON-VOTING MEMBERS

Mayor Steve Allender
J. Brockelsby
R. Jeffries
J. Biegler
M. Thomson

HOTEL BID BOARD OF DIRECTORS

PRESENT

D. Dathe
L. Steffens
L. Montague
W. Lampert

NON-VOTING MEMBERS

J. Salamun
K. Buntrock
B. Kaufman

ABSENT

G. Fawbush
K. Houk
S. Hull

NON-VOTING MEMBERS

Mayor Steve Allender

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

Call to Order

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

Consent Agenda

W. Lampert made a motion to approve the consent agenda including the meeting agenda, October VRC/BID meeting minutes, and year-to-date financials. G. Wathen seconded motion. Motion carried.

Board Business

N/A

President's Report

State of Tourism Update

Kaufman reported on expenses and revenue YTD. Office/admin expenses totaled 10% of the YTD expenses while employee compensation/benefits totaled 31%. The remainder of the expenses totaling 59% were sales and marketing initiatives. 55% of total revenue YTD was made up of BBB tax income, while 43% was BID income. 2% of total revenue was from 2023 visitors guide ad sales.

Kaufman shared VRC's top initiatives from 2022 including:

- Accessible travel website enhancements
- Creation of the Rapid City Sports Commission to be led by Domico Rodriguez beginning February 1, 2023
- Hired Clarity of Place to facilitate Destination Stewardship initiative
- Hosted Amazing Rush Season 6 sales campaign/familiarization tour
- Sales team generated over \$3.2M in economic impact for Rapid City
- Revised BID legislation to be brought before the SD legislature in 2023
- Implementation of new marketing, sales, and critical issues committees to work alongside VRC staff
- Overhaul of financial and HR strategies by the Executive Committee including budgeting process, 2020 & 2021 audit completion, employee benefits review, and CEO recruitment
- Move to Lightning Bug Public Relations firm
- Launch of Tourism Ambassador Program
- Improved website metrics including total sessions and pages per session, as well as Visitors Guide requests

More dollars were spent on research in 2022 than in the organization's past including a visitor impact study, geo-location data, meeting planner perception, resident sentiment, and Visitors Guide surveys, Destination Next, and an economic impact study of The Monument.

Some key initiatives for 2023 include possible purchase of the City's trolleys, VRC re-brand, new website and CRM, fundraising for the Rapid City Sports Commission, as well as continuing to implement what's been started in 2022. Kaufman shared key performance indicators will be created to be tied to the organization and each team member.

Member Acknowledgements

Kaufman thanked G. Wathen for his service on the VRC Board of Directors as his final term ends December 31, 2022. Wathen's position will not be replaced.

City of Rapid City Report

J. Salamun informed the Boards of a water release increase from Rapid Creek by the US Bureau of Reclamation due to a repair occurring at Pactola Reservoir. This increased water release could ultimately harm the trout population in Rapid Creek affecting visitors interested in fly fishing.

Salamun shared TikTok has been banned on federal and SD state employee devices. He's uncertain if this ban will take place at the City level.

Ex-Officio Reports

The Monument

C. Baltzer reported the Rapid City Invitational Wrestling event that took place at The Monument December 9-10 doubled in size compared to 2019. The attendance for the Lakota Nation Invitational (LNI) will be lower than in years past due to weather.

Other Business

Ellsworth Authority Update

S. Landguth shared an update on the arrival of the B-21 at Ellsworth Airforce Base slated for 2025. Construction is currently taking place onsite and will continue through 2028.

Legislative Update

M. Derby reported on key topics to come this legislative session including the Governor's repeal of sales tax on food, Medicaid expansion, and abortion.

Rapid City Regional Airport

P. Dame reported on airport upgrade needs including back-of-house and TSA improvements. Total projects on the property could amount to \$208M. Creation of funding packages for the projects is underway.

Adjournment

There being no further business to come before the Board, G. Wathen moved to adjourn at 11:03 a.m. D. Dathe seconded the motion. Motion carried.

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