

RAPID CITY HOTEL
BUSINESS IMPROVEMENT DISTRICT

MINUTES FOR THE BOARD OF DIRECTORS MEETING

THURSDAY, March 15, 2018

11:00 a.m. – 12:00 p.m.

Main Street Square Conference Room

PRESENT

VOTING MEMBERS

G. Fawbush
L. Steffens
C. Arceneaux
M. Gustafson
M. Lamphere

NON-VOTING LIAISONS

J. Jensen

ABSENT

VOTING MEMBERS

S. Hull

NON-VOTING LIAISONS

Mayor Allender
B. Drury
C. Johnson

VRC STAFF: Carol Bancroft, Stacie Granum, Julie Whitcher, Todd Tucker, Ally Formanek

SPECIAL GUESTS: Darla Drew Lerdal, Harry Christianson

Call to Order

G. Fawbush called the BID Board meeting to order at 11:02 a.m. in the Main Street Square Conference Room.

Approval of Agenda

L. Steffens made a motion to approve the agenda as submitted. C. Arceneaux seconded the motion. Motion carried.

Approval of Minutes

M. Lamphere made a motion to approve the February minutes as submitted. C. Arceneaux seconded the motion. Motion carried.

Financial Statements

L. Steffens, Treasurer, reported on the Cash Memo with a cash position of \$834,200 at the end of February. CDARS remain at \$126,555, the Board Restricted Reserves at \$200,000, and the Unrestricted Reserves at \$504.

Steffens presented the Dashboard reflecting BBB tax through December 2017 with an overall 3.5% increase year over year. The BID tax for January 2018 reflects a 5.8% decrease year over year. The Board agreed the decrease may be due to lower Black Hills Stock Show attendance this year as compared to last year.

J. Jensen explained Visit Rapid City does not have consistent monthly expenses, so one must view year-end totals for accuracy.

C. Arceneaux made a motion to approve the February Financial Statements as submitted. L. Steffens seconded the motion. Motion carried

Board Business

Readiatrics

D. Drew Lerdal presented information on Readiatrics, a donation program which places books in hands of children. Drew Lerdal shared, on average, 5,000 books are donated per year. Books are donated to South Dakota Department of Health with 7 clinics in Western South Dakota. Drew Lerdal explained if monies are given, books with cultural relevance are purchased and donated.

Drew Lerdal encouraged Board members to put a book drop site at their place of business. To request a book drop, contact Drew Lerdal. The 2018 Readiatrics Book Drive commences May 7. Jensen requested a book drop be placed at the Visit Rapid City office. She will email information to local hotel properties.

For more information on Readiatrics, visit www.readiatrics.org or contact Darla Drew Lerdal at (605) 341-5940.

VRC Relationship Response

Fawbush shared all requests of the VRC Board have been approved.

The Visit Rapid City Bylaws have been revised and approved by the VRC Board to include:

- The Hotel BID Board shall have 2 voting members; including the Hotel BID Board Chair and a member appointed by the Hotel BID Board Chair on the VRC Board of Directors.
- The VRC Finance Committee shall include the Hotel BID Board Chair and 1 other Hotel BID Board member appointed by the Hotel BID Board Chair.

The Visit Rapid City Accounting and Financial Policy has been revised and approved by the VRC Board to include:

- The annual BID budget will be presented to the Hotel BID Board for input and approval, no later than the October BID Board meeting. Once the budget is board approved, the President, the VRC Board Chair, and the BID Board Chair submits the annual budget to the Rapid City Council for approval.
- The budget line items will be listed with individual account codes and in 3 categories to separately identify the Municipal Gross Receipts Tax, the Hotel BID Occupancy Tax, and the Partnership revenue and expenses.

M. Lamphere made a motion to accept the response from the VRC Board regarding the above Hotel BID Board requests. C. Arceneaux seconded the motion. Motion carried.

New Board Member

Fawbush reported Harry Christianson, Chris Bros Hospitality, has been appointed to the Hotel BID Board by Mayor Allender. City Council will approve his appointment on March 19. Harry was introduced to the Board and Staff.

Presidents Report

SD High School Activities Association Update

Jensen shared if Central/Stevens High Schools are not competing in a particular SDHSAA tournament in Rapid City; the Athletic Director for said school might not be able to run the event, meaning the

management fee from SDHSAA may need to be filtered through another organization. It was suggested at the Sports Ad-Hoc meeting Visit Rapid City may be an organization, in lieu of the Rapid City Schools, to receive the funding from SDHSAA to pay for the events held in Rapid City. Jensen and Bancroft are researching legalities of the situation.

Discussion ensued regarding the scope of involvement Visit Rapid City and the BID Board should have with the SDHSAA activities.

The Board agreed to invite Darren Paulson to the April Board meeting to further discuss the situation.

Bancroft suggested performing a risk assessment on the situation once all facts are gathered.

Barnett Arena Update

Jensen shared the Citizens for Liberty group are collecting signatures for a petition that would put the Barnett Arena rebuild/remodel decision to a public vote.

Jensen is on the committee to lead the campaign, which includes Mayor Allender, Dan Senftner, Hugh Boyle, Chris Johnson, and City of Rapid City staff. The committee is made up of 5 subcommittees: Fundraising, Marketing, Letters to the Editor/2 Cents, Volunteerism, and Events. A campaign chair or manager has not yet been selected.

A discussion began regarding the Barnett Arena campaign, including voter demographic and campaign chair suggestions. Jensen shared a Vote Early Rally will be held on April 20 at Main Street Square, which is the first day to absentee vote on the issue.

Box Elder BID Board Discussions

Arceneaux set up a meeting with the Box Elder City Manager to discuss hotel properties in Box Elder receiving leads from Visit Rapid City. The meeting will be held on March 29. Jensen will update the Board following the meeting.

Adjournment

There being no further business to come before the Board, C. Arceneaux moved to adjourn at 12:22 p.m. M. Lamphere seconded the motion. Motion carried. Meeting adjourned.

Respectfully submitted,
Ally Formanek, Manager of Finance & Operations
Visit Rapid City