

RAPID CITY HOTEL
BUSINESS IMPROVEMENT DISTRICT

MINUTES FOR THE BOARD OF DIRECTORS MEETING
THURSDAY, May 17, 2018
11:00 a.m. – 12:00 p.m.
Main Street Square Conference Room

PRESENT

VOTING MEMBERS

S. Hull
G. Fawbush
L. Steffens
C. Arceneaux
M. Gustafson

ABSENT

H. Christianson
M. Lamphere

NON-VOTING LIAISONS

J. Jensen
C. Johnson

NON-VOTING LIAISONS

Mayor Allender
B. Drury

VRC STAFF: Carol Bancroft, Stacie Granum, Lindsey Beasley, Ally Formanek, Kelsy Koerlin

Call to Order

G. Fawbush called the BID Board meeting to order at 10:56 a.m. in the Main Street Square Conference Room.

Approval of Agenda

C. Arceneaux made a motion to approve the agenda as submitted. S. Hull seconded the motion. Motion carried.

Approval of Minutes

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

Financial Statements

Steffens reported BBB Tax income through March saw a 1.37% increase year-over-year, while BID Tax income during this same period saw a 2.2% decrease. Board members agreed BID hotel occupancy saw a decrease in March 2018 due to several high school activities being held outside of Rapid City.

S. Hull made a motion to approve the April Financial Statements as submitted. C. Arceneaux seconded the motion. Motion carried.

Board Business

Sports Department Update

Fawbush provided updates to the Board on multiple sports-related requests put before Visit Rapid City including funding requests from the Wild West Gymnastics Invitational, an arm wrestling tournament, State Bowling Jamboree, and Native POP: People of the Plains Native Art Market and Cultural Celebration.

Fawbush shared the Wild West Gymnastics Invitational will be held in January 2019 at the Rushmore Plaza Civic Center. However, sleeping rooms are held at the Box Elder hotel properties. C. Johnson agreed to bring the request before the Visit Rapid City Board in May. Arceneaux suggested the event planners contact the Box Elder BID Board for additional funding.

An arm wrestling tournament has contracted with Central States Fair for the end of August 2018. Fawbush shared the event planner is requesting \$2,000 - \$2,500 from Visit Rapid City to assist with payment of a hosting fee.

L. Steffens made a motion to provide \$1,000 plus \$2 per room night to assist the arm wrestling tournament event planners. M. Gustafson seconded the motion. Motion passed.

C. Arceneaux made a motion to provide \$500 to assist the State Bowling Jamboree in hosting a Pro Bowler during their tournament. L. Steffens seconded the motion. Motion passed.

L. Steffens made a motion to provide a \$500 artist award for the Native POP: People of the Plains Native Art Market and Cultural Celebration. C. Arceneaux seconded the motion. Motion passed.

Fawbush provided updates on recent sponsorship fulfillments with Black Hills Speedway, SD State USBC, and the Special Olympics SD Truck Convoy.

President's Report

Staff Updates

J. Jensen shared an offer has been made for the Director of Sports & Event Sales position. VRC is currently awaiting a response. S. Granum introduced Kelsy Koerlin, Visit Rapid City's new Social Media & Content Manager.

Arena Campaign Update

Jensen shared the Vote Early Rally on April 20 was very well attended by Rapid City voters. She encouraged BID Board members to vote early for the new arena and wear Vote Yes buttons around Rapid City.

Hospitality Workshop

L. Beasley reminded Board members of the Hospitality Workshop taking place on May 24 at the Rushmore Plaza Holiday Inn from 10:00 a.m. – 12:00 p.m. The workshop will consist of a panel of customer service experts including Johnny Brockelsby, Susan Johnson, Tony DeMaro, and Domico Rodriquez.

Jensen shared the Visit Rapid City board will meet immediately following the Hospitality Workshop.

Marketing Update

S. Granum reported on the recent Instameet, which brought together outdoor-enthusiast influencers for a tour around Rapid City and the Black Hills. Visit Rapid City will continue to reap benefits from this venture as the influencers will be sharing their content on their social media platforms. 3 additional influencers will visit the area throughout the summer season.

Granum shared a video crew from Matador is currently in Rapid City creating a short 2-minute film following a family on their Black Hills vacation. Visit Rapid City will be able to use this content for marketing purposes, as well as a video created by Brand USA on June 7.

Peak marketing campaigns end on July 31.

Granum distributed 2018 reports from Rodeo Rapid City and the Black Hills Stock Show to be reviewed by Board members.

Adjournment

There being no further business to come before the Board, L. Steffens moved to adjourn at 11:59 a.m. S. Hull seconded the motion. Motion carried. Meeting adjourned.

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