

RAPID CITY HOTEL  
**BUSINESS IMPROVEMENT DISTRICT**

**MINUTES FOR THE BOARD OF DIRECTORS MEETING**

THURSDAY, July 19, 2018

11:00 a.m. – 12:00 p.m.

Main Street Square Conference Room

**PRESENT**

**ABSENT**

***VOTING MEMBERS***

S. Hull  
H. Christianson  
G. Fawbush  
L. Steffens  
C. Arceneaux

***VOTING MEMBERS***

M. Lamphere

***NON-VOTING LIAISONS***

D. Drew  
C. Johnson  
J. Jensen

***NON-VOTING LIAISONS***

Mayor Allender

***VRC STAFF:*** Stacie Granum, Julie Jones Whitcher, Ally Formanek

***SPECIAL GUESTS:*** Charity Doyle, Rapid City Collective Impact

**Call to Order**

G. Fawbush called the BID Board meeting to order at 10:59 a.m. in the Main Street Square Conference Room.

**Approval of Agenda**

L. Steffens 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 June minutes as submitted. S. Hull seconded the motion. Motion carried.

**Financial Statements**

Steffens reported cash on hand balance of \$270,374. The CDARS and Board Restricted Reserves remain constant at \$126,555 and \$200,000 respectively. The Board Unrestricted Reserves has increased to \$832 due to interest accrual.

J. Jensen reported BBB and BID Tax Receipts saw an increase through the month of May.

C. Arceneaux made a motion to approve the June Financial Statements as submitted. H. Christianson seconded the motion. Motion carried.

**Board Business**

***Collective Impact***

C. Doyle, Rapid City Collective Impact, reported on poverty statistics throughout the country. Doyle shared

the national poverty rate is currently 12.7%, while the poverty rate in Rapid City is 16.4%. A family of 4 with an income of \$25,100 and less is considered to be living in poverty. Doyle shared families receiving assistance receive \$1.20 per meal/day. A single parent raising 3 children (family of 4) needs approximately \$70,000/year to meet basic needs. One Heart will target the families who make more than \$25,100 but less than what is needed to meet basic needs.

Doyle shared the shocking statistic that Rapid City housing affordability is second worst in the country.

Annually, \$124,000,000 is spent on the symptoms of poverty in the Rapid City area. A discussion began regarding this figure.

Eligibility requirements are currently being developed to participate on the One Heart campus. Requirements may include proof of residency and housing insecurity history. The One Heart campus will potentially consist of transitional living towers, potential CornerStone and HOPE Center sites, transformation services center, Inipi (sweat lodge), a playground, basketball court, park, and raised garden beds.

#### *Board Outing*

Fawbush shared the annual Board Outing will be held on August 21 at The Golf Club at Red Rocks. Tee times begin at 3:30pm with a social hour following at 5:30pm.

#### **President's Report**

##### *PBR Sponsorship Request*

Jensen reported Visit Rapid City received a sponsorship grant from Professional Bull Riders requesting \$4,500 – \$7,500 for the one night event on October 13 at the Rushmore Plaza Civic Center.

The Board agreed if the event was a multiple-day event, sponsorship would be considered.

##### *Sports Director Position Update*

Jensen shared phone and in-person interviews are still being conducted for the Director of Sports & Event Sales position.

Julie Jones Whitcher continues to be the sports contact for Visit Rapid City.

##### *LA Media Calls*

Prior to attending the Destination International Annual Convention, Jensen participated in media calls with LA Times, AAA Westways, Denver Life Magazine, LA Travel Magazine, Well and Good, Meetings & Conventions Successful Meetings, Meetings Today, and Travel and Leisure.

##### *Jack Rabbit Webinar*

Jensen reported, at the next Quarterly Hotel Sales Meeting, Jack Rabbit will be hosting a webinar explaining features of their booking engine.

##### *Rushmore Veterans Ride*

The inaugural Rushmore Veterans Ride will take place on August 7 and travel from Main Street Square to Mount Rushmore and back to The Rushmore Hotel in downtown Rapid City. Visit Rapid City's contribution has included creation of a Facebook event and registration page, as well as registration management.

The Board suggested having events for the riders once they return in downtown Rapid City in the future.

*2020 Ellsworth Air Force Base Air Show*

The event planners for the Ellsworth Air Force Base Air Show would like input from major hotel partners in Rapid City as to when they should hold their event.

The Board agreed the best time for their properties would be late August 2020.

*Liquor Laws*

A discussion began regarding groups bringing alcohol into hospitality rooms at hotel properties. The conclusion was made that the policy/law varies between properties based on individual liquor licenses.

C. Johnson agreed to call South Dakota Retailers for their input on the topic.

**City Council Liaison Report**

D. Drew reported the City Council's main focus currently is the drainage issues throughout Rapid City. The large amount of rain in the past months has caused flooding in certain portions of the city.

Jensen shared a downtown parking meter experiment will be occurring in the coming months. Visit Rapid City is assisting with video content for said parking meters.

**Adjournment**

There being no further business to come before the Board, L. Steffens moved to adjourn at 12:13 p.m.

M. Gustafson seconded the motion. Motion carried. Meeting adjourned.

Respectfully submitted,

Ally Formanek, Manager of Finance & Operations

Visit Rapid City