

# THE MONUMENT

## BOARD OF DIRECTORS MEETING MINUTES

August 24, 2021

Chair of the Board, Brad Estes, called the meeting to order at 8:13 a.m. with the following Board members present: Gary Brown and via tele-conference: Charity Doyle and Tim Johnson. Staff present include: Deputy Director/Finance, Tracy Heitsch; Deputy Director/Events, Jayne Kraemer; Director of Corporate Sales and Marketing, Priscilla Dominguez; Stage/Production Manager, David Owen; Event Services Manager, Tanya Gray; Event Coordinator, KayDee Kirwan; and Ticket Team Managers, Sara Callaway and Evan Sims. Others present include City Council Liaison Greg Strommen; City Attorney, Wade Nyberg; Mortenson Construction Project Manager, Andrew Corson; and via tele-conference: RC Journal, Kent Bush.

After review of the meeting agenda, motion was made by Brown and seconded by Doyle **to approve the agenda as presented.** Upon vote being taken, the motion carried unanimously.

### **General Public Comment**

Event Services Manager, Tanya Gray introduced the new Event Coordinator, KayDee Kirwan, at The Monument. Kirwan briefly spoke about her background. The Board welcomed her to the team!

### **Minutes**

Motion was made by Brown and seconded by Doyle **to approve the minutes of August 10, 2021, meeting as presented.** Upon vote being taken, the motion carried unanimously.

### **Bill List**

The 2021 Bill List for August 24, 2021, was audited.

A & B BUSINESS SOLUTIONS INC	1,539.46
A&B WELDING SUPPLY CO INC	208.59
ACE HARDWARE-WEST	61.69
ACE STEEL & RECYCLING INC	611.91
ALSCO INC	882.05
AMAZON CAPITAL SERVICES	109.99
CARBONHOUSE	600.00
CASH-WA DISTRIBUTING COMPANY	900.51
CHRIS SUPPLY COMPANY INC	184.32
CITY OF RAPID CITY	6,098.52
COCA-COLA OF THE BLACK HILLS	2,094.95
CRESCENT ELECTRIC SUPPLY CO	456.86
CRUM ELECTRIC	249.60
DALE'S TIRE & RETREADING INC	120.00
DENNIS SUPPLY	417.92
DEPOT MUSIC	200.00
DIAMOND VOGEL PAINT CTR	2,475.35
EASTMAN SOUND & MUSIC	55.00
ECOLAB INSTITUTIONAL INC	3,739.11
FASTENAL COMPANY	56.67
FERGUSON ENTERPRISES INC	87.38
FOUR WINDS INTERACTIVE LLC	72.28
G&H DISTRIBUTING INC.	190.82
GOLDEN WEST TECHNOLOGIES INC	160.00
I SCREAM LLC	480.00
JANTECH LLC	295.00
JOAN'S PLANT SERVICE	435.00
M G OIL CO	548.15
MATHESON TRI-GAS INC	110.53
MCDONALD SUPPLY	441.66
MCKIE FORD INC	690.03

MENARDS	838.64
MIKE WOLFORTH PHOTOGRAPHY	250.00
MOUNTAIN STATES SECURITY INC	77.45
NORTH CENTRAL SUPPLY INC	90.00
NORTHWEST PIPE FITTINGS INC	17.38
PACIFIC STEEL & RECYCLING INC	1,655.56
PERFECT WAVE PRODUCTIONS LLC	1,375.00
RAPID CITY JOURNAL - ADVERTISING	476.38
REPUBLIC NATIONAL DISTRIBUTING COMPANY	3,669.00
RIEKES EQUIPMENT COMPANY	125.41
ROSENBAUM'S SIGNS INC.	1,178.57
SAFEWAY INC	21.32
SERVALL UNIFORM/LINEN CO INC	128.61
SIMPSON'S PRINTING	357.00
STAN HOUSTON EQUIP CO INC	150.64
STURDEVANT'S AUTO PARTS	279.56
SYSCO MONTANA INC	1,873.07
UNITED PARCEL SERVICE INC	29.44
US FOODS INC	1,451.35
VAST BUSINESS	2,687.55
VERIZON WIRELESS	1,659.94
WW GRAINGER INC	<u>126.11</u>
Total	45,215.74

Motion was made by Brown and seconded by Johnson and carried **to authorize the Finance Officer to issue warrants or treasurers checks, drawn on proper funds, in payment thereof.**

### **Liaison Reports**

Visit Rapid City - Stacie Granum from Visit Rapid City stated that tourist and convention travel has been hopping this summer, and their staff is keeping a pulse on visitor sentiments. The Delta variant has put a damper on some plans, and gas and hotel prices continue to be a concern. However, VRC is hearing amazing numbers from hospitality businesses, especially the airport. VRC's marketing staff is working on their Fall shoulder campaign, and so far the engagement has been positive. Planning for 2022 continues, although they are being cautious with the pandemic still active. Granum mentioned various national and regional conferences their staff will be attending for attendance-building and seeking new event prospects. The Amazing Rush campaign will be held October 7 and 8 and will include sporting event coordinators along with meeting planners. So far they have had good feedback and a number of requests for proposals. Granum stated Visit Rapid City is also hiring for marketing and destination specialists.

Gary Brown asked Granum if the State of South Dakota is providing any additional marketing dollars to various cities. Granum stated that she has not heard of any additional money coming from the State.

Brown also questioned the loss of bus tours. Granum stated that due to COVID and the financial stress on some people that bus tours are not back to normal. With the Delta variant she is expecting to see lower numbers this fall.

RC Council - Greg Strommen recapped that Baltzer had come to the City Council for approval of a loan for the center hung video board for the Summit Arena and it was approved.

### **Financial Information**

Heitsch discussed the working financial papers as of and ending in the month of July 2021 YOY comparison through July of 2017. Heitsch indicated there was nothing terribly exciting and nothing terribly startling to alert the Board of this month and that is a good thing! A highlight, as Granum mentioned, is the BBB which continues to be very strong and thus reflective of the strong tourism numbers that are being reported throughout the region. BBB is up 12% YTD. In a perfect budgeting world, thru the first 7 months of the year, we would expect to have received 58% of our revenues for the year and expended no more than 58% of our budgeted expenditures. Our revenues are about 10% low, however, our expenses are about 6% low as well. Revenues for the month of July were very solid with all of the conventions hosted during the month. Sponsorship revenues are expected to see a marked increase over the next 3-5 months as new sponsorship dollars begin to flow into the facility. As for expenses, most of our expense

lines items are going to show a sizeable increase over 2020 at this point. In July of 2020, we were 4 months into the COVID pandemic and had furloughed most of our staff and cut way back on our expenses and contracts. Also note that our utilities are substantially higher than history. This is a reflection of the onset of the new arena with increases in electricity (\$80K approximately) and natural gas (\$75K approximately). Interdepartmental charges are up another 9% this year, making our 2021 total approximately \$549,000 vs \$434,000 in 2020. Discussion followed. The Board accepts this as information.

### **Event Update**

Kraemer reported that the National R-Calf Convention was held last week at The Monument. There were approximately 400 people registered, and staff received many compliments from their Board of Directors and their event planner. Unfortunately the RCAS Staff Kickoff was cancelled and held virtually on Monday due to COVID, but the rest of this week there are smaller company meetings, the Military Affairs Committee Luncheon, and a youth retreat called Pursuit that is a youth spinoff of the Will Graham event coming the end of September. Next week we are looking at hosting a Federal Court Trial, the BH Realtors will have their monthly breakfast meeting, Central High School coaches will be in a training session, and Monument Health will be holding a COVID vaccine clinic. Kraemer stated that the last concert held in the Barnett will be the Foreigner show on September 10 and that she and Baltzer are still working on a couple additional shows for the Summit Arena for this fall.

### **Executive Director's Update**

Corporate Sales and Marketing Director, Priscilla Dominguez, reported to the Board on The Monument's marketing campaign for hiring part-time employees. She passed out a marketing tracking sheet and stated that the target market they were trying to reach was between the ages of 18 and 55. They used video, digital and radio means and showed them to the Board. Dominguez stated that they were successful in getting people to view and look through the pages, but that only four people actually applied.

Dominguez also reminded the Board of the Elevate Mixer that we are hosting on Tuesday, September 14, on the floor of the Summit Arena with self-guided tours to highlight some of the areas. Due to the Delta variant, we are working on backup plans with Mortenson.

### **Miscellaneous**

- 1) **Mortenson Update:** Andrew Corson from Mortenson Construction showed a video fly through of the new Summit Arena and its outdoor landscaping. After Labor Day, the west side drive and the west parking lot will be paved. Currently, the team is finishing up the entrances, and the retractable seating is almost complete. The structure for the center hung video board is built, and the LED panels will arrive this week. Crews are working on finishes on the concourse level and also the premium levels. Mortenson has a cleaning team on site now, and they are punch listing a lot of rooms in the next two weeks with the building staff and the architects. Completion and hand over date is September 29.
- 2) **Capital Update:** Heitsch reviewed the 2021 Capital listing, updating the Board on the procurement progress for each item listed. No action was taken.
- 3) **Park Hub:** Heitsch introduced Sara Callaway and Evan Sims, Ticket Team Managers, who are responsible for over \$7 million in ticket sales each year. The Ticket Team, Premium Seating Team, Finance and Events Departments have all been working on a partnership to enhance our PSL seat owners and our corporate sponsors regarding premium parking services that will be offered as part of their seat package and/or sponsorship. Park Hub is a company that integrates with our ticketing software and provides analytics and seamless transition to best service our premium customers.

Sims reported that discussions have been held with staff from the University of Iowa regarding Park Hub and their usage. University of Iowa uses this platform to take care of their boosters, season ticket holders, and special guests. They also share parking lots with the Children's Hospital, so this system can have a complete inventory on the number of parking spaces available and those that are already scanned in and used. Heitsch stated that it is a three-year commitment totaling just under \$50,000 and that it will be funded by our premium customers through their fees. Estes stated that with the new arena, premium experiences are important, and parking is also important. Brown asked if there were any upgrade costs after the three years, and

Heitsch replied that she didn't foresee a large increase, but there would be possibly some upgrades with the scanning devices. Estes stated that this will raise the bar on tracking guest arrival and usage of their premium parking spaces. Dominguez reported on how The Monument has handled premium or valet parking in the past with a paper pass. We had to block off a total number of spaces that match the number of parking passes that were out because there was no way to track if our guests were going to use their pass or not. Park Hub will allow us to only block off the number of spaces that have committed to the event and open up more spots for general public use.

Motion to **approve to move forward with Park Hub** was made by **Brown and seconded by Doyle**. Upon vote being taken, the motion carried unanimously.

There being no further business, motion was made by Brown and seconded by Doyle **to adjourn the meeting**. Upon vote being taken, the motion carried unanimously. The meeting adjourned at 9:07 a.m.

I certify a true and accurate accounting of the minutes of the meeting.

*Teresa Dringman*

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Teresa Dringman, Accounting Clerk

August 24, 2021

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Date