

THE MONUMENT

BOARD OF DIRECTORS MEETING MINUTES

November 9, 2021

Chair of the Board, Brad Estes, called the meeting to order at 8:16 a.m. with the following Board members present: Gary Brown, Tim Johnson, and via tele-conference: Jason Lambert. Staff present include: Executive Director, Craig Baltzer; Deputy Director/Finance, Tracy Heitsch; Deputy Director/Events, Jayne Kraemer; Accounting Clerk, Teresa Dringman; and Stage/Production Manager, David Owen. Others present include Rapid City Marshals Owner's Group Representative, Tel Koan, and via tele-conference include: RC Journal, Kent Bush; and Rapid City Councilman, Greg Strommen.

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

General Public Comment

Gary Brown stated he was very appreciative of the card The Monument team sent, following his surgery.

Minutes

Motion was made by Brown and seconded by Johnson **to approve the minutes of October 26, 2021, meeting as presented.** Upon vote being taken, the motion carried unanimously.

Bill List

The 2021 Bill List for November 9, 2021 was audited.

ALSCO INC.	1,229.25
AMAZON CAPITAL SERVICES	877.58
BOCA SYSTEMS INC	1,562.06
BORDER STATES ELECTRIC SUPPLY	41.70
BRITTANY HUSCHKA	1,255.08
CAPITAL ONE NA	288.10
CARBONHOUSE	600.00
CASH-WA DISTRIBUTING COMPANY	3,703.56
CBH COOPERATIVE	142.50
CHRIS SUPPLY COMPANY INC	99.87
CITY OF RAPID CITY	234.56
COCA-COLA OF THE BLACK HILLS	9,131.00
CONTRACTORS INSULATION & DRYWALL SUPPLY INC	9.00
CRESCENT ELECTRIC SUPPLY CO	511.57
CRUM ELECTRIC	450.26
ECOLAB INSTITUTIONAL INC	12,085.83
FASTENAL COMPANY	1,066.10
FISHER BEVERAGE COMPANY INC	3,878.90
FOUR WINDS INTERACTIVE LLC	72.28
JESSE BROWN NELSON	750.00
JOHNSON BROTHERS OF SD	950.20
KNECHT HOME CENTER	129.13
KONE	3,149.00
LIGHTING MAINTENANCE CO	155.35
LOWE'S	553.59
M G OIL CO	423.38
MENARDS	424.43
MIKE WOLFORTH PHOTOGRAPHY	125.00
NEUMILLER TRUCK & AUTO BODY	3,308.18
PARKWAY CAR WASH INC	330.75
PIZZA RANCH RAPID CITY	75.00
PRAIRIE AUTO PARTS	43.53
QUALITY BRANDS OF THE BLACK HILLS	1,177.60

R & R SPECIALITIES INC	330.00
REPUBLIC NATIONAL DISTRIBUTING COMPANY	1,527.90
RUNNINGS SUPPLY INC	145.00
SAM'S CLUB	887.60
SERVALL UNIFORM/LINEN CO INC	128.61
SIGN EXPRESS	1,018.46
SIMPSON'S PRINTING	1,215.00
SOUTH DAKOTA SCHOOL OF MINES & TECHNOLOGY	1,647.39
SOUTHERN GLAZER'S OF SD	528.45
ST PAUL'S EVANGELICAL LUTHERAN CHURCH	927.35
STAN HOUSTON EQUIP CO INC	261.80
STEC'S ADVERTISING SPECIALTIES	1,043.82
STURDEVANT'S AUTO PARTS	193.60
SYSCO MONTANA INC	10,646.35
TIME EQUIP. RENTAL & SALES INC.	178.23
ULINE INC	2,644.54
UNITED PARCEL SERVICE INC	11.55
US FOODS	18,583.92
US FOODS INC	6,789.90
WESTERN MAILERS	195.80
WESTERN STATIONERS	212.21
ZYMURCRACY BEER COMPANY	390.00
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Total	98,341.82

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

Event Update

Kraemer stated we have busy weeks coming up. Tonight, we are hosting Prairie Family Business Group. This week we have three Rush games, our first national touring show (For King & Country) in the Summit Arena on Thursday, and Leadership South Dakota on Friday morning. Saturday is Beerfest in Rushmore Hall which we partner with HomeSlice Media Group. This is the 3rd or 4th year for Beerfest. There are lots of breweries from all over South Dakota joining. We are also hosting the Real Life Women's Conference in the theatre. Next week we have Range Beef Cow Symposium, three hockey games, State Volleyball Tournament, Mannheim Steamroller, and Zac Brown Band. We have a little breather over Thanksgiving to gear back up. We hosted All-State Chorus and Orchestra in the Summit Arena for the first big ticketed event a few days ago. It was a nice event to host with kids from all over the state represented. We found little issues. Heitsch has been compiling lists of items that need correction.

Brown asked about hiring issues. Kraemer stated we are using groups for concessions and ticket takers. It is always going to be a struggle. Heitsch stated community service and work release have been successful. Work release wear The Monument uniform. Both programs are helping. They are mostly in Operations and Food and Beverage. Baltzer stated we are a little better than 1-1/2 months ago. Wage adjustments have helped as well as marketing. We are also getting attention due to the new building. We are not ready for Stock Show just yet, but it is getting better. We are seeing a lot of revolving door employees in Operations. Estes asked about the seats Marketing sells, and he was advised they renew from the date they were sold.

Executive Director's Update

Baltzer stated we are learning things about the new building and how people behave. We need more signage and people to direct. The All State Event was a success. The building sounded and looked great, and the event was really excited about being there. Nobody expected to see an arena in Rapid City like the Summit Arena. We got accolades on the sound of the room. It appears to be designed very well. There are a couple of things on the building to get up to date. The Monument Health space under the stairs is expected to be completed this week. They are done with construction and in the painting phase. That may or may not be usable for Thursday. The connector is coming along fine and will hopefully be finished in early December. We have discussed cell phone signal issues and DAS (Distributed Antenna System) before which is a cell phone booster inside the venue. This is only valuable as carriers buy into it. Carriers generally wait until well after the building is open to make those decisions. We currently have no cell phone service in the locker room corridor. That is where we house our shows. Our consultant has come up with an option that they are paying for. They are putting a system of antennas on the outside of the building to bring the signal in. There is a lot of confidence this will solve our problem. Our consultant is

taking care of it and doing a consultation this week. We are hoping by Zac Brown Band it will be taken care of.

Bookings for 2021 were next to impossible. As we get into 2022, it is looking much more positive. Events are planning to return to work in 2022. We are in jeopardy of overloading the market. We have to be careful. We are seeing a lot of action and not just concerts. Everything is trying to get on calendars all the way into 2023. Everybody is needing to go back to work. We are seeing a lot of potential bookings (holds) but not confirmations. Parker McCollum was announced yesterday and will be a half house show in late February. We have more announcements this week and one big one next week.

Miscellaneous

- 1) **Rapid City Marshals** – Baltzer introduced Tel Koan as ownership of the Rapid City Marshals. Koan is from Harding County and was born in Spearfish. He has two college degrees, is an equipment operator by trade but runs his ranch full time. He is married and has two children. Koan and Keith Russ own teams in Gillette, Billings, and now Rapid City. Koan and his group met earlier this year and have been very easy to work with. Baltzer really enjoyed seeing the kind of things they did with their press conferences. It appears they are going to have a lot of fun with their events. We are working very closely and just finished up their schedule. Koan thanked the Board for having him today. He stated they wanted to come in last year but knowing what had happened in the past they went to Wyoming to ensure a solid start in Rapid City when the time was appropriate. They sold out the majority of their games in Gillette. Once they were established they went to Billings and then came here. Koan stated they like to get the community involved. The owners are both ex-football players who love the sport and love people enjoying themselves. With media time outs they will have kids on the field and have invited a small business for a cupcake eating contest which will highlight the business. Arena football is fast paced, hard hitting, and high scoring. Baltzer stated this is a good complement to our existing events. Hockey is a fantastic franchise and project but has a long season. Arena football has 5 or 6 home games as a regular season and is a lot more affordable for season tickets. They are going to be in the Summit arena. The first game is April 2 against Wyoming Mustangs. Koan will bring the turf. The league is CIF, Championship Indoor Football. This league is expanding all the time. Topeka came in and two Colorado teams are coming in. It will be really good. They are not having any problems finding athletes. With three teams, they turn away 500 to 600 athletes. Baltzer stated the general manager used to be an NFL kicker and is still involved in mixed martial arts. Johnson asked what size crowds they had, and Koan stated around 3,800 to 4,500.
- 2) **Capital Update** – Heitsch stated there haven't been any changes since our last meeting, and no action is requested today. Baltzer thanked the Board for the water barrier. Koan will take care of the field, and The Monument will take care of the dashers, using the water barrier.
- 3) **Proposed Agenda/Minutes Format Revision** – Heitsch stated Joel Landeen, City attorney, had asked us to revise our agenda and minute formats to be congruent with the airport. The proposed agenda and minutes were placed in the board packet and follow more along the lines of the airport. This highlights items that are discussion versus action items. Baltzer stated we have been doing our minutes this way for a very long time, and Landeen sat down with Baltzer and went over some examples. This fits the legal aspect.
- 4) **Board Meeting Schedule for December and January.** As the holidays come upon us, we want to review the Board Meeting schedule. Meetings are November 23, December 14, December 28, and January 25. Estes advised he can call in on December 14. Johnson advised he can call in November 23 but will not be available on December 28. Lambert can be available any time. In January we generally only have one meeting. We typically hold the second Tuesday for discussion if necessary. The election of officers will be the end of January or early February.

There being no further business, motion was made by Brown and seconded by Johnson **to adjourn the meeting**. Upon vote being taken, the motion carried unanimously. The meeting adjourned at 8:50 a.m.

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

Teresa Dringman

Teresa Dringman, Accounting Clerk
November 9, 2021

Date