MINUTES FOR THE MONUMENT BOARD OF DIRECTORS
Rapid City, South Dakota
Tuesday, February 8, 2022

ROLL CALL AND DETERMINATION OF QUORUM
MEMBERS PRESENT: Charity Doyle, Vice-Chair; Tim Johnson, Member; and via tele-conference: Gary Brown, Member; and Jason Lambert, Member.

OTHERS PRESENT: Craig Baltzer, Executive Director; Tracy Heitsch, Deputy Director/Finance; Jayne Kraemer, Deputy Director/Events; David Owen, Stage/Production Manager; Teresa Dringman, Accounting Clerk; Joel Landeen, City Attorney; Justin Williams, City Attorney; Steve & Kim Sutton of Sutton Rodeo; and via tele-conference Greg Strommen, City Councilman.

ADOPTION OF AGENDA
Motion to approve agenda was made by Johnson, and second by Brown, motion carried.

APPROVE MINUTES
1) TM020822-01 January 25, 2022 – Motion to approve minutes as presented made by Johnson, second Brown, motion carried.

GENERAL PUBLIC COMMENT
Steve Sutton appreciated letting us put dirt in the new building. It is a very nice building. The rodeo was good with a loud crowd. All personnel said they had not had that much fun in a long time. First-time contestants said they would come back. The rodeo was on the Cowboy Channel. We had a great week. The hope is that the weather will be as good next year. Sutton said he appreciated everyone in the building. Baltzer stated the plans came together like they were envisioned and he wanted to thank the Suttons and Central States Fair. There were a lot of changes, but we made it the best event possible. Now, we have to get ready for the next one. Our partners did a great job moving out. Heitsch stated the first official sellout of the new arena was the 45th year of the rodeo. There will be a planning meeting in March for next year.

Landeen introduced Justin Williams as the new attorney. He will probably be doing most of the day to day items for the civic center. Williams said if there are questions or issues to please contact him. Landeen said Williams worked at the Department of Health prior to this. Williams has experience working with government entities and agencies, staffing, and board meetings.

FINANCIAL ITEMS REQUIRING BOARD ACTION
2) TM020822-02 Bill List – Heitsch highlighted items greater than $5,000. Motion to approve bill list as presented made by Johnson, second by Lambert, motion carried.

DISCUSSION FROM THE PRESIDENT, BOARD MEMBERS, AND STAFF
3) TM020822-03 Event Update – Kraemer stated we have been busy for the last few weeks. Our team has done a great job getting things cleaned up. It is tough to get the dirt, chips, hay and smell out of the entire facility, for the next event. They were working nonstop starting Saturday night. Rushmore Hall and LaCroix are done. We are working on the Barnett and the Summit. The Sports Show is moving in tomorrow. The Suttons did a great job of wetting the dirt down, but it was still a dust bowl when we removed it. We can clean the upper levels during the Sports Show. Heitsch said the night crew does not get enough accolades for all they do. Without the work release and community service crews, along with our full-time and part-time teams, we would not have gotten everything done. This is a learning year for all of us. We are planning a recap meeting in March with the staff, Central States Fair, and the Suttons. Heitsch said vendors commented that they had better sales here than at NFR. Kraemer said staffing was difficult. We did have employees get sick. We were short there. We always hire part timers who then decide it is too much work and quit quickly. I don’t think the public knows what it takes to get ready. We are proud of our team. Johnson stated knowing what you go through, we never saw the place dirty or having crazy lines. Heitsch stated people were thankful for multiple restrooms. Points of sale all the way around helped us to serve our customers better. Heitsch said the facility was designed to sell food and beverage. People mixed around the concourses and had a
variety of food and beverage to choose from. Almost always, people purchased the premium product. There were a lot of comments about the variety of food offerings. Kraemer stated it was interesting to watch the traffic flow through the connector. We had to have 6 ticket scanners. It was a lot of craziness through that entrance. We did have issues with doors, locking mechanisms, and the escalator breaking down. Doyle asked about HVAC. Baltzer stated there were programing issues with HVAC. We hit the right button, and the wrong unit went off. We were disappointed that the smoke didn’t entirely clear. However, Baltzer has seen that in other venues as well. We are concerned about Monster Trucks with exhaust fumes. When you are down on the floor and looking up you see the cloud of pyro smoke, but from the top looking down you don’t see the smoke. We are seeing a lot of programming issues since this is the first event with all systems used to include lights, sound, and smoke evacuation. Heitsch stated the system was designed to bring the smoke up from the floor and hold it right below the grid, but it was never intended for evacuation of production smoke. Our local Tessiers crew were here with us trying to help figure out the next step.

The Rush is back this week. We had a little bit of ice shrinkage but Nate Kleinschmit has been busy repairing it. Thursday morning we have the school game back with a lot of the elementary schools which are busing kids in. This is a big chance for kids to get interested. We have over 3,000 hot dogs we have to wrap and get ready for sack lunches. The Rush play Friday and Saturday next week. The Sports Show will run Friday through Sunday. The following week we have the Counts Car show and Parker McCollum. These are big changeovers. We will be having the state dart tournament in Rushmore Hall, LaCroix Hall, Cowboy Bar, and the Rushmore rooms upstairs. It runs from 7:30 a.m. to the end of the day. This will be a 6-day event. As an aside, Mark Eisenbraun has resigned. His last day will be Friday. He is going back to the police department. We are sad to see him leave.

4) **Executive Director’s Update** – Baltzer stated we don’t take attendance at the door for the trade show and the stock show. We know the rodeo numbers were awesome. It was that way all week long with the trade show. It was the best show ever. Our partners—the Suttons and Central States Fair worked together really well. There are lots of little areas that we can do better for next year. We went into this nervous, but it went well. We have room to improve. The crowds had fun. Sutton staff worked so hard. We appreciated them hurrying and getting out of our way in preparation for the sports show to move in. We have great staff who jumped in where they were needed. If they didn’t know how to do it, they learned. Part timers stepped up helping out in areas as well. We were shorthanded in food and beverage. That hurt the first night. We were able to solve some of that. At times lines got a little long but expected it with sold out crowd. We will figure out how to structure a little differently. Kraemer and Heitsch pointed out premium food was selling. Baltzer said the number one seller in most arenas is a hot dog. If you can push the high end stuff, it really shows. Heitsch has to evaluate how much increase of revenue is based on cost versus larger crowds. Baltzer was so happy with the staff and how this came together. He thanked the city departments to include the Parks Department who let us park at their location and borrow vans for shuttles. Maybe we could do that with vendors as well. We did work out the parking issues with Central High School. On our last Saturday night they were not closed down. I think we are going to have more communication going into the future and will have a better relationship. We are going to be chasing system problems for a while in production, security, mechanical and technical areas. Baltzer said it really was a wow moment. Public Works got us a piece of land to dump dirt that is one-third of the distance. It should cut our costs and the time for hauling the dirt in half. I’m proud of our team. Mark Eisenbraun was right, most people do not realize how much it takes to do this event.

**ITEMS REQUIRING BOARD ACTION**

5) **Election of Officers** – Doyle opened the floor for nominations for the Board Chair. Motion was made by Johnson and seconded by Lambert to nominate Doyle for Chairperson of the Board. Upon vote being taken, the motion carried unanimously. Doyle accepted the position.

Motion was made by Brown and seconded by Doyle to nominate Johnson for Vice-Chairperson of the Board. Upon vote being taken, the motion carried unanimously. Johnson accepted the position.

**ADJOURNMENT**

Doyle adjourned the meeting at 8:54 a.m.

Respectfully submitted,

Teresa Dringman
Accounting Clerk, The Monument