



# Application for Appointment to a City Board, Commission, or Committee

Women and minorities are encouraged to apply. The City of Rapid City does not discriminate on the basis of race, color, religion, sex, sexual orientation, national origin, creed, pregnancy, age, or disability in the selection of those chosen to serve on a City Board or Committee.

Date: 12/15/22  
Name: Carrie A Gerlach  
First Middle Last  
Address: 550 Berry Blvd  
Street  
Rapid City SD 57702  
City State Zip  
Phone: 605-209-7817  
Email: cag2619@aol.com

Employer: Black Hills Adventure Tours  
Title/Occupation: Owner, Tour guide  
Address: 2320-A Deadwood Ave  
Street  
Rapid City SD 57702  
City State Zip  
Phone: 605-209-7817  
Email: cag2619@aol.com

At which address would you prefer to be contacted?  
 Home  Work

1. I would like to serve on the following (please rank if selecting more than one):

- Air Quality Board
- Airport Board
- Business Improvement District - Downtown
- Business Improvement District - Hotel
- Building Board of Appeals
- Civic Center Board
- Code Enforcement Board of Appeals
- Community Investment Committee
- Fire Code Appeals Board
- Historic Preservation Commission
- Historic Sign Review Board
- Human Relations Commission

- Journey Museum Board
- Library Board of Trustees
- Mayor's Committee for People w Disabilities
- Opportunity Capture Fund
- Parks and Recreation Advisory Board
  - Beautification Committee
  - Urban Forestry Board
  - Urban Wildlife Board
- Performing Arts Board
- Planning Commission
- Standing Committee on Sustainability
- Trenching Board

2. Please list education or training relevant to your choice(s):

Please see attached resume

Please list work experience relevant to your choice(s):

Please see attached resume

Please list community volunteer service relevant to your choice(s):

BHB Board VRC committees  
BH Vacation Board RC Arts Council Committee

3. I would like to serve in the indicated positions(s) because:

I am invested in the success of the Journey Museum

4. The following references may be contacted:

Name: Stacie Granum

Name: Michelle Thomson

Address: Visit Rapid City

Address: Black Hills Badlands

Phone: 605-718-8488

Phone: 605-381-8555

Are you registered voter of Rapid City?

Yes  No

Are you resident of Rapid City?

Yes  No

5. Please submit a resume and/or brief autobiography.

6. I understand the role and responsibility of membership on these Boards or Commissions and am willing to serve. In applying for appointment, I understand that the Mayor may contact the references listed. I also understand that I might be contacted by citizens or other board members at the address I indicated on the other side of this application.

Carrie Gerlach

Signature

Please return application to:

Mayor's Office  
300 Sixth Street  
Rapid City, SD 57701

Your application will be kept on file for three years. Thank you for applying.

Carrie Gerlach, founder and owner of Black Hills Adventure Tours has always had a love for nature. Carrie grew up in British Columbia, an area with topography similar to the Black Hills area. At 10 years old she and her family relocated to the Black Hills where they spent much of their time hiking, camping, fishing, and traveling all around the nation and the world.

After a certain age Carrie realized she didn't want to work for anyone else again, and she wanted to do something for herself. Thus, Black Hills Adventure Tours was born. In 2005 Carrie took a leap of faith and has now been in the tour business for 17 years.

Her passion for meeting new people, outdoor activity and showing off the beautiful Black Hills has led to a successful business with nearly 20 employees!

2022 has been a fantastic year for Carrie and Black Hills Adventure Tours. She was recently awarded the SD CEO Enterprising Woman Entrepreneur of the year and was elected as the Treasurer for the Black Hills Badlands Board of Directors. Black Hills Adventure Tours was also named the Best of the Black Hills for transportation and the 2022 Certificate of Excellence designation by Trip Advisor. Carrie was also awarded the Great Face designation by the South Dakota Department of Tourism.

Carrie is committed to the success of the Black Hills and the tourism community. She serves on the Black Hills Badlands and Black Hills Vacations Board of Directors. She also serves on committees with Visit Rapid City and the Rapid City Arts Council.

In Carrie's free time, she enjoys spending time with her family, listening to live music, traveling and recreating in the great outdoors!

## Carrie Gerlach

550 Berry Blvd  
Rapid City, South Dakota 57702

Home (605) 209-7817

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**Education:** B.S., Tourism, 1997  
Emphasis: Business and Marketing  
Black Hills State University, Spearfish, SD  
Department of Business and Public Affairs

**Tourism  
Marketing &  
Management  
Experience:**

Owner/Operator, August 2005 - present  
**Black Hills Adventure Tours, LLC**

Develop and guide tours throughout the Black Hills including sightseeing and active adventure tours. Permitted by the National Forest Service to guide on Forest Service Land. Provide services as a Receptive Operator planning and executing tours and meetings in the Black Hills region. Provide Step-on narrative to larger bus tours in the area. Manage all of the operations of the business including marketing and financials. Manage a staff of 20. Maintain a vehicle fleet.

ED Admissions Registration, Health Information Management, November 2009 – November 2019  
**Rapid City Regional Hospital**

First point of contact in the Emergency Room process. Obtain personal information from patients in an emergency environment. Provide comfort and support to the patient and their families depending on the situation. Support the Emergency room medical staff. Complete appropriate paperwork and certifications regarding insurance and status of the patient within the hospital. Provide support to the medical staff in the hospital by obtaining history on the patients through the Health Information department. Transfer documents accordingly. Attend trainings and internal meetings as offered.

Admissions Coordinator, Administrative Assistant, CNA, Certified Medication Aide, Bus Driver,  
Activities Assistant, November 2005-November 2009

**Golden Living Centers**

Prepared and presented reports regarding occupancy and inquiries. Administered Drug Tests. Conducted orientation. Worked with the BE-211 for insurance and Medicaid approvals. Worked closely with the local discharge planners, Executive Directors and social workers from the facilities on admissions. Worked with the Kronos program regarding applications and jobs acquired throughout the four Rapid City Golden Living Center facilities. Work with the MARS and TARS pertaining to each resident and their specialized needs at Bella Vista, specializing in Alzheimer's care. Administer medications to residents at Bella Vista. Provide ADL care to residents at Bella Vista. Facilitate activities for residents at Meadowbrook, Prairie Hills and Bella Vista. Drove the bus for residents at the four Rapid City facilities.

Professional Meeting Planner, November 2005 – January 2009

**PMPN**

Listed with the Professional Meeting Planners network. Worked specifically in the Black Hills area. Facilitated meetings for companies acting as their representative handling communication with the local customers and presenters. Arranged meeting set-up and audiovisual equipment. Arranged catering. Conducted registration. Oversaw the quality of the meeting.

Owner/Sales and Marketing, April 2001-May 2007

**Midas Auto Service Experts**

Managed all of the operations of the business. Responsible for customer care, financials, budgets, payroll, human resources, taxes, inventory ordering and management. Communicated with attorneys, accountants, corporate and all other professional services related to the operations of the business. Worked with and trained on Aussie, Microsoft Word, Microsoft Excel and Quickbooks programs. Scheduled and maintained all aspects of the Midas building and equipment. Conducted weekly sales and customer service training. Budgeted for and placed all advertising and marketing.

Consultant/Fund Raiser, May-July 2003

**Rapid City Convention and Visitors Bureau  
Mount Rushmore International Marathon**

Solicited and secured cash sponsorships through sales calls, telemarketing and faxes. Invoiced all sponsors. Surpassed 2002 prior year's actual cash sponsorships by 74%.

Tourism and Customer Service Instructor, Summer quarter, 1998

**National American University**

Created fun and interesting lesson plans, class projects and exams for Customer Service, Marketing and Tourism Marketing courses. Conducted interactive learning sessions weekly. Evaluated the progress of each student. Submitted grades and quarterly reports concerning the progress of the students and the quality of the reading materials.

Sales Manager, July 1998 – April 2001

**Rushmore Plaza Holiday Inn Hotel and Conference Center**

Developed, negotiated and solicited group bookings through sales calls, telemarketing, direct mailings and trade show attendance with a main focus on SMERF and Corporate Contract business. Conducted site tours to promote overall hotel services. Prepared sales proposals for prospective clients and actively followed-up on all proposals. Served on various boards and committees in an effort to increase visitation to the Black Hills and the Rushmore Plaza Holiday Inn. Participated in weekly sales and SMART meetings to effectively manage the rates, dates and number of rooms booked throughout the year.

Sales record; 1998 - 161%, 1999 - 150%

Director of Sales and Marketing, January-July 1998

**The Quality Inn**

Created and placed advertising for the Quality Inn at both local and regional levels. Attended trade shows representing the Quality Inn as well as the entire Black Hills region. Booked, arranged and followed through with catering, meeting room and sleeping room functions. Produced materials for each sales call performed. Responded to bid requests from the Convention and Visitor's Bureau as well as individual clients. Served on numerous committees throughout the Black Hills Area in an effort to increase visitation to the Black Hills and ultimately the Quality Inn. Produced a monthly employee newsletter. Conducted periodical customer service training throughout the various departments. Supervised the Catering Department as well as one Sales Manager.

Public Relations Intern/ Summer 1997

**North Lake Tahoe Resort Association**

Contributed to the Society of American Travel Writers conference planning, meetings, tours and follow-up. Oversaw the Winter Travel Planner advertising sales, layout and production. Worked with Shelley Fallon, Art Director, producing brochures, posters and promotions. Organized press trips for media coming into the Tahoe Basin. Trips included lodging, attractions and meals. Established promotional efforts relative to the Cultural Arts Calendar in conjunction with radio stations in Reno and San Francisco. Created a Marketing Report for 1996/1997. Represented the Resort Association during the Presidential Workshop Trade Show.

Marketing Associate, 1994-1996

**Historic Hotel Alex Johnson, Rapid City, S.D.**

Purchased promotional items and office supplies. Created and placed advertising for radio, television and print at local and regional levels. Operated display booths at trade shows. Acted as concierge for motor coach guests creating a cultural and entertaining experience: i.e. Native American Hoop Dancing. Conducted market research projects. Worked extensively in public relations department. Wrote and oversaw the production of motorcoach video brochure. Edited oral history of the hotel for "Collection of Memories" book.

**Community**

**Involvement:** Officer/Board Member Black Hills Badlands Tourism Association, Board Member Black Hills Vacations, Hospitality Association Board of Director's 1997, 2006, 2007, 2008. Rapid City Arts Council Board Member 1998-2001. Committee Member Visit Rapid City, Committee Member RC Arts Council

**Additional**

**Education:** Leadership Rapid City Class of 2000  
South Dakota Governor's Conference on Tourism  
Master Connections-Mastering Sales Productivity I 1999  
Signature Customer Service Training 1999  
University of South Dakota Nursing Program September 2009 – May 2011

**Awards:**

SD CEO 2022 Women's Entrepreneur of the Year  
2022 Great Face Designation/South Dakota Tourism Department  
2022 Trip Advisor Certificate of Excellence  
2022 Best of the Black Hills for Special event Transportation  
Governor's Great Service Award annually 1996 - 2012  
Most Creative Marketing Plan at the AHH West annual meeting, 1995