

# THE MONUMENT

## MINUTES FOR THE MONUMENT BOARD OF DIRECTORS Rapid City, South Dakota Tuesday, May 14, 2024

### ROLL CALL AND DETERMINATION OF QUORUM

Tim Johnson, Chair, called the meeting to order at 8:15 a.m.

MEMBERS PRESENT: Tim Johnson, Chair; Charity Doyle, Member; Patri Acevedo Fuentes, Member; and Stuart Wevik, Member.

MEMBERS ABSENT: Jason Lambert, Vice-Chair.

OTHERS PRESENT: Craig Baltzer, Executive Director; Tracy Heitsch, Deputy Director/Finance; Jayne Kraemer, Deputy Director/Events; Justin Williams, City Attorney; Priscilla Dominguez, Director of Corp Sales and Marketing; Heather Jasnoch, Advertising Strategist; Brittney Huschka, Team and Culture Coordinator; Rory Hammerbeck, Engineering Manager; Becky Bone, Accounting Clerk; and via teleconference: Greg Strommen, City Councilman.

### ADOPTION OF AGENDA

Motion to approve agenda was made by Doyle, and second by Wevik, motion carried.

### APPROVE MINUTES

1) April 23, 2024 - Motion to approve minutes as presented made by Doyle, second by Wevik, motion carried.

### GENERAL PUBLIC COMMENT - None

### FINANCIAL ITEMS REQUIRING BOARD ACTION

2) Bill List – Heitsch highlighted items greater than \$5,000. Motion to approve bill list as presented made by Doyle, second by Patri Acevedo Fuentes, motion carried.

VENDOR	DESCRIPTION	AMOUNT
28 FSS BOOSTER CLUB	CLUB COMMISSION	\$743.07
A&B WELDING CO INC	MISC SUPPLY/MATERIAL	\$147.82
ACE HARDWARE – WEST	MISC SUPPLY/MATERIAL	\$234.34
ACES AND EIGHTS BOOSTER CLUB	CLUB COMMISSION	\$2,039.68
ALSCO INC	OTHER RENTALS-LINENS	\$11,126.13
AMAZON CAPITAL SERVICES	MISC SUPPLY/MATERIAL	\$2,209.18
B&H PHOTO	COMPUTER RELATED EXPENSES	\$8,568.96
BATTERIES PLUS	RPR EQUIPMENT	\$357.50
BH METAL FABRICATORS	RPR STRUCTURES	\$2,450.00
BLUEPEAK	TELEPHONE: APRIL-MAY 2024	\$2,535.96
BROWN'S SMALL ENGINE REPAIR	RPR EQUIPMENT – LAWN MOWER	\$1,490.48
BUTLER MACHINERY CO.	GAS/OIL/FUEL – OIL	\$31.74
CAPITAL ONE NA	RESALE CONCESSIONS	\$188.96
CARBONHOUSE	OTHER PRO SERVICES	\$1,100.00
CASH-WA DISTRIBUTING	RESALE – CONCESSIONS	\$10,331.34
CITY OF RAPID CITY	OTHER PRO SERVICE – WASTE	\$111.51
CLIMATE CONTROL SYSTEMS SVS	BUILDING/STRUCTURES	\$14,875.76
COCA-COLA OF THE BLACK HILLS	RESALE – CONCESSIONS	\$15,867.50
CONVERGINT TECH LLC	BUILDING/STRUCTURE CAMERAS	\$22,849.69
CRESCENT ELECTRIC SUPPLY CO	RPR ELECTRICAL	\$1,410.61
CRUSH SOFTBALL	CLUB COMMISSION	\$1,934.36
DIAMOND VOGEL PAINT CIR	RPR STRUCTURES – PAINT	\$233.20
DIMOCK DAIRY INC	RESALE – CONCESSIONS	\$601.41
DMM SYSTEMS LLC	MISC SUPPLY/MATERIAL	\$700.00

DOOR SECURITY PRODUCTS INC	OTHER PRO SERVICES	\$396.00
ECOLAB INSTITUTIONAL INC	JANITORIAL/CHEMICAL	\$2,365.03
FERGUSON ENTERPRISES INC	RPR WATER/SEWER	\$1,610.84
FORKLIFTS OF MN INC	MACHINERY/AUTO EQUIPMENT	\$22,924.62
FULL COMPASS SYSTEMS LTD	MISC SUPPLY/MATERIAL	\$648.20
GRIMM'S PUMP SERVICE INC	RPR EQUIPMENT – HVAC	\$15.00
JOHNSON CONTROLS FIRE	FIRE ALARM PROJECT	\$25,501.06
JOHNSTONE SUPPLY	RPR STRUCTURES – AC UNIT	\$6,288.57
KNECHT HOME CENTER	RPR STREET/CURB/WALK/LOT	\$226.18
LEIGHTON FAMILY FAMRS	RESALE – CONCESSIONS	\$1,600.00
LOWE'S	MISC SUPPLY/MATERIAL	\$91.38
MG OIL CO	GAS/OIL/FUEL	\$539.14
MASTERS CUSTOM DESIGN	CLOTHING/FOOD - STAFF	\$550.00
MATHESON TRI-GAS INC	GAS/OIL/FUEL	\$132.55
MENARDS	JANITORIAL/CHEMICAL	\$450.84
MIKE WOLFORTH PHOTOGRAPHY	BREAKING BENJAMIN	\$250.00
MONEY HANDLING MACHINES INC	MONEY HANDLING	\$775.00
MOUNTAIN STATE SECURITY	MONEY RUNS	\$185.31
N CENTRAL SUPPLY INC	MISC SUPPLY/MATERIAL – KEYS	\$40.00
NW PIPE FITTINGS INC	RPR WATER/SEWER	\$50.08
ODIN GATE GUARDS	BB SECURITY	\$2,212.50
OLSON TOWING	TOWING	\$382.00
OLSON'S PEST	PEST CONTROL	\$715.00
OPEN HEART UNITED METHODIST	CLUB COMMISSION	\$1,098.92
PACIFIC STEEL & RECYLCING INC	IRRIGATION BOX	\$389.96
PACIOLAN LLC	OTHER PRO SERVICES	\$483.47
PARTS ONE LLC	MINOR TOOLS	\$37.98
PIZZA RANCH RAPID CITY	RESALE – CONCESSION	\$576.63
POMP'S TIRE SERVICE INC	RPR EQUIPMENT	\$29.68
PRAIRIE SUPPLY INC	RPR STREET/CURB/WALK/LOT	\$47.10
PUCCHASE POWER/PITNEY BOWES	POSTAGE	\$258.42
QUALITY BRANDS OF THE BH	RESALE – CONCESSIONS	\$3,396.25
RAPID CITY GIRLS JR OLYM SOFTBALL CLUB	CLUB COMMISSION	\$603.69
RC JOURNAL	PUBLISHING	\$1,330.15
RC SHRINE CLUB	CLUB COMMSSION	\$1,105.35
ROSS JOHNSON DESIGN CO.	BHSS GRAPHICS	\$100.00
RUNNINGS SUPPLY INC	MINOR TOOLS	\$72.45
RUSHMORE SWIM TEAM INC	CLUB COMMISSION	\$272.40
SAFEWAY INC	RESALE – CONCESSIONS	\$876.13
SAM'S CLUB	OFFICE SUPPLIES, CONCESSIONS	\$1,899.89
SEQUENT ENERGY MNGMT	NATURAL GAS	\$4,134.01
SERVALL UNIFORM/LINEN CO	LINENS	\$429.38
SIMON NORTH REGION SD	RPR STREET/CURB/WALK/LOT	\$510.00
SIMPSON'S PRINTING	MISC SUPPLY/MATERIAL	\$830.59
SO IT GROWS PLANT CARE	APRIL PLANT CARE	\$350.00
SDSM&T	CLUB COMMISSION	\$1,684.32
SYSCO MONTANA INC	RESALE – CONCESSIONS	\$13,316.93
TENNANT SALES AND SVS CO	RIDING VAC SWEEPER	\$16,292.90
TK ELEVATOR CORP	OTHER PRO SERVICE	\$424.48
TOUT ADVERTISING	OFFICE SUPPLIES	\$78.00
TRANE CO	OTHER PRO SERVICE	\$9,489.51
ULINE INC	RPR – KICK PLATES	\$2,272.11
UNCLE CHARLIES GOURMET	RESALE – CONCESSIONS	\$1,305.80
UPKEEP TECHNOLOGIES	COMPUTER RELATED EXPENSES	\$12,480.00
US FOODS	RESALE – CONCESSIONS	\$50,057.86
VERIZON WIRELESS	TELEPHONE – MAR-APRIL 2024	\$1,328.85
WALL MEAT PROCESSING	RESALE – CONCESSIONS	\$591.11
WESTMINSTER PRESBYTERIAN	CLUB COMMISSION	\$1,762.07
WHISLER BEARING CO	RPR EQUIPMENT	\$510.58
<b>TOTAL</b>		<b>\$300,515.47</b>

3) **Capital Update – Heitsch presented to board for approval. Discussion followed.**

- **Security Camera Server Upgrades \$25,460.23**
  - Allowing for expansion of the camera system, along with more processing power and more camera footage storage
- **F&B Ice Machines \$36,880.91**
  - Replacement of ice machines in our main commissary plus one additional standalone unit
- **Food Court Grill Replacement \$5000 funds have been moved into Ice Arena Club remodel budget funds.**

**Motion to approve Security Camera Upgrade \$25,460.23 and F&B Ice Machine replacements for \$36,880.91 as presented made by Doyle, second by Acevedo Fuentes, motion carried.**

- 4) **Content Creator - Full-Time Position – Dominguez and Jasnoch presented. Discussion followed.**
- **Position will be responsible for thinking strategically, collaboratively and help shape the social media strategy of The Monument.**
  - **Increase social media presence to gain followers while keeping the public informed and capturing live events.**
  - **Candidate will analyze and apply data trends to improve growth and marketing of events.**
  - **Baltzer added this position will bring venue attention to promoters. Currently the marketing team is managing these job duties which have become labor time intensive comparing to other venues using 10-person marketing teams to accomplish these tasks.**
  - **Position was not included in the 2024 budget. However this entry level position will be funded by other full time positions that have not been filled in 2024 (primarily the Executive Chef position).**
  - **Board action is required for an unbudgeted position.**

**Motion to approve Content Creator – Full-Time Position as presented made by Doyle, second by Wevik, motion carried.**

#### **ITEMS NOT REQUIRING BOARD ACTION CONTINUED**

- 5) **Proposed Budget 2025 Presentation – Heitsch presented the 2025 Proposed Budget power point presentation which included the following highlights. No action was taken.**
- **2025 total proposed revenue budget is \$18,262,816 with a focus on filling event dates in our late Spring – Summer – early Fall calendar; increase event PSL sales and renewals; build additional partner sales; increase parking product options; evaluate equipment rental rates; and focus on event by event food and beverage product pricing and special offerings to maximize revenues.**
  - **2025 total proposed expense budget is \$18,211,076 which includes increases in uncontrollable expenses such as employee health insurance rates, general auto liability and property insurances, linen rentals, software subscriptions, and product purchased for food & beverage resale.**
  - **In 2025, the team is focused on Growth, Capital Outlay and Strategic Planning**
    - **Along with defining a long term capital plan, the team is also developing a strategic plan to further define our Mission, Vision, Values and our Business Strategy to continue to drive our facility bottom line, as well as increase our economic impact for the community. The team is asking the Board’s assistance in developing these strategies.**
    - **Staffing – Organizational Chart and positions are being reevaluated with Jayne Kramer’s November retirement. Additional information will be forthcoming.**

#### **DISCUSSION FROM THE PRESIDENT, BOARD MEMBERS, AND STAFF**

- 6) **Executive Director’s Update – Baltzer presented. Discussion followed.**
- **Baltzer recognized and commended the Board members for being forward thinking during the development of the Summit. While being able to compare our venue with larger venues in this industry. Recognizing that we would need to adjust the balance**

of full-time and part-time staff as we operated the Summit, along with the rest of the facility, over the past couple of years.

- Huschka, Team and Culture Coordinator, discussed the potential strategic planning process with the Board. Leah Braun, Interim HR Director for the City, will be helping us thru the process. Surveys will be emailed to our full time staff and management team, along with the Board of Directors. The survey will be used to identify potential objectives that will guide the strategic plan discussion. The goal is to have a strategic plan with 3-5 objectives that will give our team a direction for the next 3-5 years.
  
- Baltzer discussed the status of the Rapid City Marshals. Their May 11<sup>th</sup> game was cancelled due to salary commitments not being upheld by the league's AFL agreement. Several AFL teams have since disbanded and the AFL status is unknown at this time. However, Jeff Fisher, former NFL coach and potential new AFL Commissioner, along with other investors, are in talks to try to finish the season. They are working with Marshal's current owners in an effort to maintain the team. Baltzer explained that this product will not affect The Monument bottom line and reiterated that the failure of the national AFL commissioner (prior to Fisher's appointment) living up to its commitments to owners and players is what has caused the issues this season.

7) **Event Update – Kraemer discussed the calendar and highlighted events and plans for the next couple of weeks, as well as upcoming events.**

- Dept. of Tourism Spring Hospitality Training
- BHB&L Lit Swap
- Brassfire - RCCA will be moving to the Dahl Fine Arts Theatre
- Pray Together - new event for National Day of Prayer
- WDTI Graduation
- Prima Dance Recital
- **Upcoming:**
- National Tribal Health Conference – 1500-2000 attendees expected
- Chris Stapleton – huge event with attendance rivalling the Morgan Wallen concert from May of 2022

**ADJOURNMENT**

Johnson adjourned the meeting at 9:54 a.m.

Respectfully submitted,

Becky Bone  
Accounting Clerk  
The Monument