

**Downtown Business Improvement District Board Regular Meeting  
City of Rapid City, South Dakota  
512 Main St., Ste. 980  
Destination Rapid City  
Conference Room  
Tuesday, Feb. 21, 2017, 4 p.m.**

**1. CALL TO ORDER**

President Erik Braun called the meeting to order at 4 p.m.

**2. ROLL CALL AND DETERMINATION OF A QUORUM**

Members Present: President Erik Braun, Vice President Kelly Gibson, Terry Nelson, Todd Hollan, Larry Blote, Jerry Schmidt, Don Hedrick, and Diane Alberts by phone.

Guests Present: Dan Senftner, Destination Rapid City; Megan Whitman, Main Street Square; Wade Nyberg, Rapid City Assistant Attorney; Tracy Davis, Deputy Finance Officer, City of Rapid City; Lisa Modrick, City Council Liaison; Karlee Moore, Downtown BID Board administrative secretary

**3. ADOPTION OF THE AGENDA**

Schmidt moved to adopt. Second by Blote. Braun, Gibson, Nelson, Hollan, Hedrick and Alberts voted aye. Motion carried.

**4. APPROVE MINUTES FROM OCT. 18, 2016 MEETING**

Nelson moved to approve the Oct. 18, 2016 minutes. Second by Blote. Braun, Gibson, Hollan, Schmidt, Hedrick and Alberts voted aye. Motion carried.

**5. MAIN STREET SQUARE FINANCIAL REPORT AND EVENT UPDATE**

Whitman reported a successful skate season, with the exception of an early closure due to warm weather. The rink had an attendance of 15,000 people. The admission price was increased by \$1, which made up for the loss of skaters due to weather. Eggstravaganza is April 15 in Memorial Park and Main Street Square. The Main Street Square Concert lineup is almost finalized and Little Texas will be the Rally Week band.

*Lisa Modrick joined the meeting at 4:09 p.m.*

Whitman presented a preliminary look at Main Street Square's financials. She reported that last summer's weather was undesirable in the beginning of the summer which led to lower event revenue. However, some events exceeded expectations. The Sculpture Project will be wrapped up in 2018. Whitman also mentioned a discussion about decreasing security costs.

Blote asked about the status of the Downtown Lighting Project. Senftner said that he will apply for Vision Funds again next year and that he is working with Black Hills Corp. to discuss the possibility of grants for the project. The new lighting would be digital and energy efficient which is more cost efficient for the City. Modrick recommended looking at phased or corner projects to spread the funding out, stating that it may be easier to get approved for Vision Funds if the project is applied for in this way. Hedrick moved to approve the Main Street Square Financial Report. Second by Schmidt. Braun, Nelson, Hollan, Blote, Gibson and Alberts voted aye. Motion carried.

**6. BID ZONE 1 & 2**

The Downtown BID was started with two zones, but Senftner is looking at the thought of bringing it all to Zone 1. Gibson mentioned interest in what may happen with the Downtown Master Plan. She thinks there is

a conception that most of the BID funding goes to Main Street Square, and if that was changed, there may be more support. Gibson asked what other fundraising avenues Main Street Square and Destination Rapid City currently implement. Destination Rapid City's Partners in Progress program has over 80n members that donate approximately \$279,000 each year. Main Street Square's Event sponsorship brings in approximately \$100,000. Other revenue includes: Event Revenue, Vendor Revenue, Food and Beverage, Ice Skating Operations, Consulting and a new Friends of the Square Fundraising event that will benefit Main Street Square.

Senftner said that with an increase in BID Funds, Main Street Square would want a percentage. An increase would bring in an additional \$57,000 with the current assessment. The only guaranteed funding Main Street Square currently has is BID Funds. In April 2015, the BID board agreed that \$120,000 per year of BID Funds for the next 3 years would go to Main Street Square. The BID was initially established to fund Main Street Square.

Senftner said that as funding changes, Main Street Square is going to need more funding for operations. The organization is looking at all possible revenue sources. Senftner would like approval from the BID board to bring the proposal to the city, and approval to start talking to business owners in Zone 2. Hedrick recommended a public meeting, inviting Zone 2 and giving them an opportunity to voice their opinion. The board agreed that there is a need to educate the public about what the BID funds are for. Gibson would also like more education for board members about what the BID board does.

Nelson motioned to support seeking public input and outreach on the idea of combining Zone 1 and Zone 2, into Zone 1. Second by Hollan. Braun, Blote, Schmidt, Hedrick, Alberts and Gibson voted aye. Motion carried.

*Diane left conversation at 4:47 p.m.*

**7. DOWNTOWN SECURITY MEETING**

A Downtown Security Meeting will be held on May 16, at 8 a.m. at the Alex Johnson. The Rapid City Police Department will present summer plans.

**8. ADJOURNMENT**

Schmidt moved to adjourn the meeting. Second by Blote. The meeting was adjourned at 5:06 p.m.

*Respectfully submitted by Karlee Moore, Administrative Secretary*

Signed

  
\_\_\_\_\_  
Nick Patton, Business Improvement District Board Secretary