

**eXplore Lawrence  
Board Minutes  
July 26, 2022  
4:00 p.m.  
Carnegie Building**

Members Present: Mike Logan, Sally Zogry\*, Derek Rogers\*, Anthea Scouffas, Peter Bobkowski  
Drew Gaschler, Amber Sellers\*, David Hoyab

Members Absent: Ivan Simac, Heidi Champagne

\*ex-officio members

LPRD Guests: Roger Steinbrock, Stephen Mason, Abby Bush-Wilder

Staff: Kim Anspach, Executive Director, DeBarre Johnson, Visitor Experience Manager, Andrea Johnson, Director of Marketing and Communications

Meeting Materials provided by email: July Board Packet

Meeting began at 4:04 p.m. at the Carnegie.

1. Approval of Minutes – June board meeting
  - Mike Moved, David Second
2. Finance Report
  - Heidi Champagne
    - Accounting appeared high- Kim paid for an audit. The audit had no errors, submitted to the city.
3. Staff Reports
  - Marketing (Andrea)
    - Introduction to Bandwango App  
For info on lodging, attractions, shopping, dining & deals/discounts
    - Lawrence Bucket List Challenge (Sept. – March)  
For deals/discounts, incentives, check-ins. Winners receive a Lawrence bucket hat as a prize.  
David asked if other cities are using the app. App is used by Topeka & KC.  
Derek asked if we are promoting outside of the city. We are promoting using google ads, retargeting, Facebook & datafy.
  - Visitor Center (DeBarre Johnson)
    - Goals for Visitor Center & Community Engagement  
Street Team (USD497 & KU Students) to assist us with promo & advertising by hanging flyers, social media engagement, assisting with event set-up, etc.  
Internship opportunity for students to receive marketing, communications,

community engagement, and networking experience in the travel/tourism industry. Street Team internship can be used to acquire community service hours required for programs like the National Honor Society, listed on college applications and resumes. This also allows staff time for more significant projects and is a growth opportunity for the company.

4. Sales – DOS Search Update

- Kendra's last day is 8/12
- DOS job has been posted. Hope to hire by the end of August. Requested hiring committee to assist. Mike suggested one board hotel seat & one non-board hotel seat for the committee. Kim is acting as DOS temporarily.
- Services position on hold – New DOS to help build the team.

5. Executive Director Report

- Strategic Plan update – lots of progress has been made
- August 9<sup>th</sup> Unmistakably Identity Group Updates to City Commission – Kim Attending.
- Employee Handbook Revision – requested a working committee to support ED efforts. Sally volunteered to assist. The goal is to ensure comp time and other procedures are legal and use best practices. Derek suggested searching for a general best practices handbook online.
- Jayhawk Experience Event Wed the 27<sup>th</sup> Board welcome to attend the 5 pm tour.

6. Budget Update

- \$1.2 million operating budget – back to pre-pandemic levels.
- Revisiting operating agreement. We need to revise and review the bylaws.
- Discussed the opportunity to expand the board.

7. Kim is on vacation from July 31<sup>st</sup>-Aug 6<sup>th</sup>. Andrea Johnson is in charge of staff.

Adjourn 4:47 Motion: Mike. All approves