

**eXplore Lawrence**  
**Board Minutes**  
**June 16, 2021**  
**Zoom meeting – 3:30 p.m.**

Members Present: Mike Logan, Heidi Champagne, Peter Bobkowski, Danny Caine, Fally Afani, Porter Arneill\*, Sally Zogry\*,

Members absent: Ivan Simac, Jamie Hays Szelc, Hugh Carter\*, Stuart Boley\*  
\*ex-officio members

Staff: Kim Anspach, Interim Director/Executive Director

Guests: None

Meeting Materials provided by email: June 2021 Board Packet, Monthly STR Report, STR Historical Data

Meeting began at 3:35 p.m.

1. Approval of Minutes – May board meeting  
Action: Heidi moved; Danny seconded. Approved.

Mike reordered Executive Director item from five up to two.

2. Executive Director search
  - Mike announced that Kim Anspach has accepted the position of executive director
  - Will publish this in the near future
  - Mike offered to provide summary information about the search process to board members if anyone wanted more information
3. Finance Report – Heidi Champagne
  - Met with Kim yesterday
  - Everything looked clean this month, not much to report
  - PPP loan funding was approved and is now forgiven
  - One unique item was Michael Davidson's party but not an issue
4. Quarter 2 Funding Update
  - Kim reported that when EL submitted the Quarter 2 request, EL was asked to provide an adjusted and reduced 'as needed' request due to the ongoing impact of the pandemic on hotel revenues and a reduction of funds in the Transient Guest Tax Fund.
  - The request went to the City Commission on June 8 (City Commission [Agenda Memo](#)) to approve \$192,210 and to loan the Transient Guest Tax Fund \$102,210 to cover the gap in the TGT fund.

- Two commissioners expressed concerns related to reserve funds and a grant that EL currently has.
- The City Commission approved a quarterly payment of \$142,210 to cover operating expenses and commitments which includes a loan to the Transient Guest Tax Fund of \$50,000 from the general fund.
- Kim is preparing for Quarter 3 and will look at options to reduce expenses as we continue emerging from the impact of the pandemic.
- Porter offered further explanation on the unique circumstances of the TGT fund; the fact that payment from the state is always one quarter behind and by state law, the city cannot spend funds until they are secured.

#### 5. Staff reports – as reported in the Monthly Board Report

##### Visitor Services

- Visitor Center should have been open later for Pride Parade
- Last month, 875 rooms were booked in MeetingMax
- Tent and table at Free State Festival

##### Sales

- New event on President's Day through 2025 if we win it
- KC Prenationals was held last weekend
- June 17 – Meeting with Parks & Recreation about facility rentals

##### Marketing

- Good marketing results from Pride
- Highly positive feedback
- Next week is Free State Festival
- New web site to launch August 5 – writing content
- Contracted with Maddie D media for blogs

##### Executive Director Report

- PPP Loan forgiveness forgiven
- KCAIC Reimagined Spaces Grant was approved. Working with city and partners on next step to hire a coordinator

Mike offered kudos the Pride Festival and parade and to Fally on good organization of this community event.

#### **Motion to Adjourn**

Action: Heidi moved; Peter seconded – Approved Unanimously

Meeting Ended at 4:07 p.m.

Next meeting July 21, 2021 - 3:30 p.m.