

eXplore Lawrence

DRAFT - Board Minutes

May 19, 2021

Zoom meeting – 3:30 p.m.

Members Present: Mike Logan, Heidi Champagne, Danny Caine, Ivan Simac, Fally Afani, Sally Zogry*, Porter Arneill* Jamie Hays Szalc (joined at 4:00 p.m.)

Members absent: Hugh Carter*, Peter Bobkowski, Jamie Hays Szalc, Stuart Boley*

*ex-officio members

Staff: Kim Anspach, Interim Director

Guests: None

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

Meeting began at 3:35 p.m.

Mike introduced Fally Afani, our newest board member and each board member introduced themselves before Fally provided more information about her background.

1. Approval of Minutes – April board meeting

- Porter asked for his corrections to be cleaned up before finalizing. Kim agreed to make the corrections.

Action: Heidi moved; Ivan seconded. Fally abstained. Approved.

2. Finance Report – Heidi Champagne

- Asked about rent which looked high. Submitted two payments in one month.
- Insurance seemed lower than budgeted. Will be under budget because premium is lower than expected.
- 2020 event was cancelled and EL was reimbursed.
- Merchandise sales were higher.
- Asked about SimpleView Database. Kim explained that they are working both on the web site and CRM.
- Asked about MeetingMax expense. Kim will check.
- Nothing else stood out.
- Porter is in communication with Finance regarding the second quarter payment request. No word yet.

3. Staff reports

- Kim reported that staff has adopted the new strategic plan and they have assigned ownership of assignments in the spreadsheet as a team. Kim reviewed the spreadsheet on screen and will send it to the board for review and reference.
- Highlights
 - Staff one-on-ones on Mondays – short and long term goals, roadblocks to be reviewed by the whole team
 - Friday wrap-ups, success and progress made.
 - Visitor center – Saturday/graduation weekend 64 visitors
 - Watkins reported they are getting walking tours from referrals
 - Sales – Working with Kendra to understand workflow. She has two trade shows coming up for incentive travel.
 - Two site visits scheduled for this summer. Volleyball tournament and KCAC.
 - Hardwood Classic is returning in 2022 (and 2023)
 - Meeting with bus tour group for Experiencing John Brown.
 - Marketing – Event Promotion through summer digital campaign to support website launch. Adapting to maximize for post-pandemic.
 - Women in Travel summit blogs coming through.
 - KCAIC Reimagined Spaces Grant – awarded May 18
 - Kim vacation plans for first week of June.

4. PPP/EIDL Loan Update

- In board packet – Received notice from Bank that PPP funds have run out. Applying for forgiveness on May 26.
- EIDL - \$150,000 loan in bank in case of emergency

5. Transient Guest Tax 2021/2022

- Kim sent an amended STR Historical Data report, Occupancy, Average Daily Rate (ADR), and Revenue. Can't compare year to year with pandemic. Seeing occupancy ticking back up to pre-pandemic levels.
- Revenue is down.
- TGT for April – positive in Q2, up 43%

Mike asked about forecasting efforts with hoteliers. Nothing is planned now. Want to see how things are trending. Ivan thinks it's still too early to forecast with changes with vaccines, masking, etc. That said, demand does seem to be coming back. June may be the month that will help determine if things are moving in the right direction.

6. Proposed Executive Session to discuss the Executive Director Search

- Kim left the meeting.
- Mike read executive language meeting information and asked for a motion.

Recess into executive session for approximately 20 minutes to discuss the terms and conditions of employment for non-elected personnel, pursuant to K.S.A. 75-4319(b)(1). The justification of the executive session is to keep the discussion confidential at this time. At the end of the executive session, the eXplore Lawrence board will resume its regular meeting in Zoom.

Action: Heidi moved; Ivan seconded. Approved unanimously.

Action: Heidi moved; Jamie seconded to adjourn Executive Session at 4:28 p.m. Approved unanimously.

Nothing to report.

Motion to Adjourn

Action: Danny moved; Jamie seconded – Approved Unanimously

Meeting Ended at 4:29 p.m.

Next meeting June 16, 2021 - 3:30 p.m.