

Explore Lawrence
August 2023 Board Meeting
Wednesday, August 30, 2023
Carnegie Building

Members Present: Drew Gaschler, Mike Logan, Anthea Scouffas, Tina Tourtillott, Porter Arneill, David Hayob, Amber Sellers (virtual)
Staff Present: Kim Anspach, Amy Schmidt Cowardin, Ruth DeWitt

All in attendance had in their possession copies of documents pertinent to the discussion.

Meeting Called to order at 3:30 pm by Mike Logan

1) Approval of July 2023 Minutes

- a) David made a motion to approve
- b) Anthea seconded
- c) None opposed
- d) Approval of July 2023 meeting minutes passes

2) Financial Report by Kim Anspach

- a) Kim and Anthea met during the month to review the budget and it's pacing well.
- b) DMI Transfer went through

3) Staff Reports by Kim Anspach

- a) Introduction of Ruth Dewitt, new Sales Manager to Explore Lawrence.
 - i) Came from KU School of Public Affairs
- b) Staff Anniversaries. Laurel Nagengast and Calley Vance, both 1 year.
- c) Andrea Johnson, Marketing Manager, resigned and is moving to a position at KU.
- d) Currently in the last week of Summer of Fun Pass
- e) Visitor Count was slightly down at the Visitor Center in July, but still 3rd highest amount of walk-ins for the year.
- f) Sales update. At the end of July, EL was at 91% of the qualified lead goal. 59 out of 65 qualified leads. The potential impact goal for the year has been met with \$3 million.
- g) Laura is off to 4 trade shows in the next 5 weeks, and Ruth will also be attending one of those. Ruth and Laura just got back from Connect Marketplace in Minneapolis.

6) Executive Director Report by Kim Anspach

- a) Pointed out a formal copy of EL Strategic plan provided for each board member.
- b) Have already made progress with Marketing/Communications, Community Partnerships, and Sales within the Strategic Plan.
- c) TGT collections are strong, up 16.69% YTD.
- d) STR Report July 2023, showed an average July

- e) Included Day Trend report in the board packet. Showed the best weekday occupancy have seen since receiving the report – August 13th through 19th. 82% Occupancy on the Wednesday of that week.
- f) Included a copy of the communication with activists concerned about the Belgian Waffle Ride in the Board packet.

7) Hiring Committee Report

- a) Applications for Director of Marketing and Communications are due September 8th.
- b) Hiring committee: Drew Gaschler, Emily Peterson, Mike Logan, and Kim Anspach will be on the hiring committee.
- c) Will push the position announcement out to some more places

8) New Business

- a) TGT Advisory Board for Grants
 - i) Peter Bobkowski needs to be replaced on the advisory board
 - ii) Porter described the process and the role of those on the advisory board
 - ii) Mike stated EL needs a voting EL board member to volunteer
- b) Anthea volunteered to be on the TGT Advisory Board and was approved by the EL board
- c) Tina made announcements regarding Haskell
 - i) Haskell's President Inauguration will be on September 15th, 2023
 - ii) Will be doing things throughout the entire year, leading up to Haskell's 140th Anniversary in September 2024

9)Adjournment to Special Executive Board Session

- a) Executive Session To discuss personnel matters of nonelected personnel