

Explore Lawrence  
February 23, 2023  
4:00pm  
Carnegie Building

Members Present: Heidi Champagne, Ivan Simac, Mike Logan, Amber Sellers (virtual)

Staff: Kim Anspach, Laura Carbrey, Andrea Johnson, Amy Schmidt Cowardin

Meeting began at 4:04pm in lower level of Carnegie Building.

1. Approval of Minutes – January 2023 Board Minutes
  - a. No quorum to approve minutes
  - b. Received minutes
2. Introductions
3. Financial Report
  - a. Kim stated had reviewed with Anthea
  - b. Kim stated money movement not reflected in report as it's the first of the year
  - c. Not able to approve financial report per lack of quorum, but was received the the attending board and staff members
4. Staff Reports
  - a. Sales Report by Laura Carbrey  
Currently at 22% of goal  
Described new initiative "Why Not Lawrence"  
Reported attendance to KS Legislative Breakfast  
Announced KU Relays 100 Anniversary upcoming  
Announced DOS Meetings have begun  
Laura listed upcoming events: MPI Education Day, KS Craft Beer Expo, KS State Bowlers, KS Realtors, Bandmasters, etc.  
Ivan began discussion regarding MLS Series and had questions: How much demand will create? How can we capture the number of visiting fans? Laura announced there will be many free tickets available to increase attendance.
  - b. Marketing Report by Andrea Johnson: 2023 Marketing & Communications Plan
    - i. Andrea presented the Executive Summary including the Marketing & Communications Mission statement. She described EL's breakdown of our community's Tourism Industry – the Current Situation, Target Markets & Traveler Personas, and Strategies/Tactics for improvement.
    - ii. Current Situation: Travel Recovery – At 90% of pre-pandemic spending, Highest ever annual Transient Guest Tax Collections in 2022, Lawrence Passports, Huge increase in website views, Travel Influencers, and current travel trends.
    - iii. Target Markets & Traveler Personas (Locals, Daytrippers, Roadtrippers, Emerging Roadtripper Audiences); Leisure Travelers, Group Travel Markets, and Community Engagement Target Markets

- iv. Strategies & Tactics:
    - 1. Strengthen Brand Awareness among target markets (Use Crowdriff technology, develop & market Passports, Weekday Customers, Holiday Passes, Digital Advertising, Collaborate with others)
    - 2. Inspire & Increase traveler & Visitor Spending (Expand meetings/gatherings, Performance management, Community Engagement Objectives).
    - 3. Champion Diversity, Equity & Inclusion
    - 4. Improve Community Engagement
    - 5. Expand Meetings/Groups
  - v. No Quorum to approve Marketing Report. It was suggested by Kim to do an electronic vote and Mike agreed.
5. Executive Director Report - Kim Anspach.
- a. Asked for authorization for Flexible Spending Account, but due to lack of quorum could not be approved in the moment.
  - b. Spoke about Transient Guest Task and record breaking 2022 collections year
    - i. Rate Driven, not occupancy driven
    - ii. Discussion around fluctuation of occupancy during the week. Ivan asked if it's important to start looking at slower times and thinking of ways to increase business at those times. For example offering better rates to fill rooms instead of being left empty, etc. To increase start reportings.
  - c. Economic Tourism Report for Douglas County Kansas Visitor Industry
    - i. Working on Press Release for release of information
    - ii. Working on scheduling meetings with officials to discuss information
    - iii. Reaffirm attempt to grow occupancy
  - d. 2023 Operating Agreement
    - i. Tabled until vote
6. Meeting Adjournment
- a. Motion made for adjournment by Heidi
  - b. Seconded by Ivan