

Explore Lawrence
Board Minutes
December 8th, 2022
3:00pm
Carnegie Building

Members Present: Mike Logan, Drew Gaschler, Derek Rogers, Sally Zogry, Amber Sellers, Kathy Gerstner, Anthea Scouffas. David Hoyab and Heidi Champagne present via zoom.

Members Absent: Peter Bobkowski, Ivan Simac

Staff: Kim Anspach, Calley Vance, Laura Carbrey

Meeting began at 3:07pm at the Carnegie.

1. Approval of Minutes – October Board meeting
 - Heidi moved, Anthea seconds
2. Financial report – Heidi Champagne
3. Staff Reports
 - Director of Sales
 - i. Laura discussed first 60 days, has been meeting and touring with local venues and facilities. Has been attending conferences and trades and will continue to do so going into 2023
 - ii. Plans to reach out to surrounding city chambers and tourism groups to create partnerships, share ideas.
 - iii. Derek suggests also reaching out to public agencies to host conferences locally.
 - Marketing Report
 - i. Encompasses data from October and November
 - ii. Release of 2023 guide
 1. Focus is on Lawrence Bucket List and Kaw Valley Craft Pass.
 2. New guides are being shipped out to surrounding TICs.
 3. Specific dates for event were omitted in the guide.
 - iii. Website
 1. Traffic up 107%and , users up 103%
 2. Record-breaking numbers compared to the last 3 years.
 - iv. Visitor Center
 1. New part-time employee
 2. Color w/ us event happening during the month of December.
4. Executive Director Report
 - TGT on track for record-breaking year at 1.62M. Some of the increases were based on rates, not occupancy.
 - Reviewing new benefits for current and future employees.
 - i. HSA- The board requests at least 3 proposals to review for January.
 - ii. Vision coverage – Surrancy is currently being provided by the state.
 - New Services position was posted
5. 2023 Budget
 - Walk through line item budget. The highlighted items represent notable changes.

- One goal is to make marketing and sales more equal and, more energy for sales.
 - Incentive program: The board requests a list of incentives for next board meeting.
 - Ask Jeremy for guidance on carryover of budget that is in line with budget carryovers for non-profits. Need justification for rollover funds.
 - Pin down date ranges for cash distributions for effective cash flow. Observe cash flow from 2023 to 2024 to create an example of what to expect.
 - The board requests a revised budget allocation for next meeting,
6. 2023 Board Continuity
- Executive Committee- propose slate for following year
 - i. Heidi requests to step down from Treasurer position
 - ii. Anthea volunteers for Treasurer position
 1. Mike motions, Andrew seconds, vote passes
 - 2023 Meeting Schedule
 - i. 3rd Thursday afternoon,
 - Board Retreat
 - i. Starbonds packages-
 - ii. Next meeting scheduled January 19th 12-5pm

Adjourn at 4:40pm, Anthea moved, Andrew second.