

Explore Lawrence  
April 2023 Board Meeting  
4pm  
Carnegie Building

Members Present: Heidi Champagne, Amber Sellers, Anthea Scouffas, Derek Rogers, Kathy Gerstner, Peter Bobkowski, Drew Gashler, Mike Logan, Ivan Simac (virtual)

Staff Present: Kim Anspach, Amy Schmidt Cowardin

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

- 1) Mike Logan called the meeting to order at 4:04pm.
  - a) March Regular Board Meeting Minutes from 3/30/32 and Special Governance Board Meeting from 4/19/2023 were reviewed
  - b) Motion to approve both sets of meeting minutes by Heidi and motion was seconded by Anthea. All in attendance agreed.
- 2) Financial Report (Kim Anspach)
  - a) Explore Lawrence is pacing well
  - b) New Graphic Designers have been onboarded
  - c) EL Accountant in process of completing taxes and will be working on audit
  - d) March 2023 Financial Report was noted as reviewed and received by the Board
- 3) Staff & Executive Reports
  - a) Kim reported on CEO Summit she attended
  - b) Noted that Explore Lawrence Annual Report, monthly Marketing Report, and monthly sales report all given to attendees for review
    - i) Sales team is very busy. Also has doing community outreach – ex: tabled at KU Relays
    - ii) Marketing working on Summer of Fun Pass
    - iii) New Employee Richard Smalley at Visitor's Center
    - iv) Record Breaking Transient Guest Tax for first quarter 2023
    - v) STR Report - Kim advised getting weekly reports now.
    - vi) Collections this past quarter over the first quarter of 2022 which included the KU National Championship
- 4) Discussion of Revision Explore Lawrence documents: Ordinance, Bylaws, and Agreement for Services and Funding between City of Lawrence and Explore Lawrence
  - a) Board members received copy of current in-force documents via email as well as the revised documents for review
  - b) Major changes of final 3 documents discussed/reviewed:
    - i) Proposed Changes to Ordinance
      - (1) Board size, Increase in Size: No Less than 9, No more than 15
      - (2) Revised list of Board Member Composition
    - ii) Proposed Changes to Bylaws
      - (1) Updated language that aligns with Ordinance.
      - (2) Updated information/language regarding quorums
    - iii) Proposed Consolidation of Service document and Funding agreement
      - (1) See Paragraph 4, Budget and Payment
        - (a) Part b: City shall remit 70% of TGT funds collected during previous complete calendar year in quarterly allocations based on the blended

average of the previous 4 years, excluding 2020, provided, however that performance outcome reports, as specified in Section 6 are received

(b) Part c: City shall approve annual budget of the CVB, and any alterations to that budget in excess of \$20,000

(2) See Paragraph 5, Bid Fund: That the City will remit 5% of Transient Guest Tax to Explore Lawrence specifically for Bid Fund alone.

- 5) Mike asked if any board member has any other suggestion for changes or recommendations to the Ordinance, Bylaws, or Service/Funding agreement.
  - a) No board member response
- 6) Ivan made motion to approve the revised Explore Lawrence Ordinance
  - a) Heidi seconded
  - b) All approved, none opposed
- 7) Heidi made motion to approve revised Explore Lawrence Governing Board Bylaws
  - a) seconded by Ivan.
  - b) All approved, none opposed
- 8) Mike made motion to submit to the City of Lawrence a repeal of the current Services Rendered Agreement and to propose to the City the new/updated Agreement for Services AND Funding Between the City of Lawrence and Explore Lawrence, with the agreement effective at the commission's approval, and the funding component effective January 1st, 2024.
  - a) Heidi seconded
  - b) All approved, none opposed
- 9) Mike issued statement of up follow needed by Explore Lawrence to provide the following documents:
  - a) Tracking changes on all documents being submitted to approval
  - b) Memo highlighting the needs and purpose for changes and tie to all City of Lawrence strategic plan KPI's including unmistakable identity and economic prosperity, etc.
- 10) Mike asked that those supporting documents to be submitted to Derek, who will then submit them to the City of Lawrence
- 11) Mike asked that the Explore Lawrence Board and Executive Director be involved in any discussions at the City moving forward
- 12) Discussion to move next EL Board meeting to May 30th, 2023
- 13) Motion made Anthea to adjourn meeting
  - a) Seconded by Heidi.
  - b) All approved. None opposed.