

**eXplore Lawrence**

**DRAFT - Board Minutes**

**July 21, 2021**

**Zoom meeting – 3:30 p.m.**

Members Present: Mike Logan, Ivan Simac, Jamie Hays Szelc, Peter Bobkowski, Stuart Boley\*, Porter Arneill\*

Members absent: Heidi Champagne, Danny Caine, Sally Zogry\*Fally Afani, Hugh Carter\*,  
\*ex-officio members

Staff: Kim Anspach, Executive Director

Guests: Commissioner Lisa Larsen

Meeting Materials provided by email: July 2021 Board Packet, Monthly STR Report

Meeting began at 3:35 p.m.

1. Approval of Minutes – June board meeting  
Action: Peter moved; Jamie seconded. Approved.
2. Finance Report – Kim in Heidi’s absence
  - Error regarding the PPE loan but fixed
  - Postage is going over projected budget related to an ad for the John Brown exhibit and unexpected mailing.
  - Video work added for extra footage related to added Eagle Bend footage
  - Porter asked about the EIDL Loan – stays in emergency reserve – repayment begins June 2022.
3. Staff Reports
  - Visitor Center – traffic increasing. Exceeding numbers.
    - Caleb is working on a scavenger hunt for groups
    - Final Friday closing show at Visitor Center, Marvin Crum
  - Sales – Busy
    - Triple Crown site tour
    - Topeka Impact
    - KC Prenationals
    - Kendra attending TEAMS conference
    - KCMO bid for World Cup 2026 for added hotel rooms
  - Marketing
    - Traveling Child Blogger visit, Monet as a person of color traveling family blog. Great feedback from her.

- Web site
  - Rebrand and relaunch with partner portal
- Tourism industry Facebook group
- New web site launch on August 5

#### 4. Executive Director Report

- Working on community meetings with board members and others
- Met with Britt Crum Cano from the city on the Economic Development Strategic Plan
  - Wil serve on tourism component
- Ransomware attack did effect the server. Looking at possibly shifting to Microsoft 365.
- Met with accountant. Contract is up at end of year. She's transitioning so we need to start an RFP process for a new accountant service. Current accountant will assist with the RFP process.
- Andrea applying to Leadership Lawrence

#### 5. Voya Authorization

- Need a board resolution to formally authorizing Kim to the Voya account as a decision-maker and communicator

Action: Mike moved to authorize him to sign the letter; Peter seconded. Approved.

#### 6. Budget Update

- STR report is pointing to recovery
- Occupancy rising; revenue getting closer to 2019 levels
- Looking toward 2022 budget - in communication with City Finance still unclear on actual budget amount.
- Third quarter request will be submitted in August. Kim will schedule a meeting with Finance after the June TGT comes in.
- Mike spoke in regard to the reserve fund as discussed at the City Commission meeting related to the quarter 2 request appropriation.
- Can ARPA funds be used to replenish the TGT Fund?
- Discussion about the "arms race" with other municipalities.
- Discussion about the budget
- City of Lawrence transitional budget working to align incrementally with the Strategic Plan moving forward.

#### **Motion to Adjourn**

Action: Jamie moved; Ivan seconded – Approved Unanimously

Meeting Ended at 4:20 p.m.

Next meeting August 18, 2021 - 3:30 p.m.