

Explore Lawrence
Board Minutes
January 25, 2023
12:00pm
Carnegie Building

Members Present: Anthea Scouffas, Sally Zogry, Mike Logan, Drew Gaschler, Derek Rogers, Peter Bobkowski, David Hoyab, Cathy Gerstner, Amber Sellers

Members Absent: Ivan Simac, Heidi Champagne

Staff: Kim Anspach, Andrea Johnson, Laura Carbrey

Meeting began at 12:19 PM at the Carnegie.

1. Approval of Minutes – November/December Board Minutes
 - Anthea moved, David seconds
2. Board Elections
 - In December Board voted Anthea into the Treasurer position
 - Mike puts forth the 2023 slate of Mike as Chair, Ivan as VP, and Anthea as Treasurer
 - i. Amber asked when Mike’s term ends – 2024 is the answer
 - ii. Board votes to pass the slate as provided
3. Financial report – presented by Kim
 - Draft financials for 2022: these are the set financials for 2022 besides a \$50 charge that needs to be re-coded.
 - Received last allocation of TGT Funds in 2022 in December
 - Reserve fund includes EIDL Loan plus \$55,000 reserve
 - At the end of 2021 EL received \$600,000 and \$217,000 of this did not get allocated
4. EIDL Loan and Reserve Fund
 - EIDL Loan lives in item 1050
 - A quarter’s amount of operating costs should be the amount in reserve
 - The indication is that EIDL Loans will never be forgiven, and we are not using it although it is accruing interest
 - i. EIDL Loan is \$149,000
 - ii. Motion to allow Kim to repay the EIDL Loan in full
 1. David moves, Anthea seconds
 - Motion to set reserve fund balance at one quarter of one year’s operating bonus
 - i. Peter moves, Anthea seconds
5. 2023 Budget
 - New Budget includes a Bid Fund of \$48,000, increased payroll expenses to include Sales Manager, added “7648” for Bid Output, Increased rent at Carnegie, Board expenses increased to cover the strategic plan, Freedoms Frontier canceled their desk phones.
 - i. Discussion about Carnegie Building rent
 - ii. Amber asked about Capital Improvement at the Visitors Center – that fund is in “office miscellaneous” and less than had planned, but looking for grant funding for accessibility at the VC

1. Ferguson Group for grant opportunities brought up by Amber. Derek will look into this.
 2. Anthea mentioned how important it is since the VC is the front door to the community for visitors
- Mike motions for approval for the 2023 line-item budget
 - i. David moved, Anthea seconds
6. 2023 TGT Grant
- Peter reported how allocations were decided. Decided in Dec and approved by City Commission in early January. 30+ applicants. The committee decided to give all applicants something.
 - i. The top few received 80% and incrementally less to 25%.
 - ii. The applicants that did not show up for the presentation did not receive anything.
 - iii. There is interest in discussing the entire process by Roger at Parks and Recreation. Peter believes the entire process can be reevaluated and improved, including the scoring matrix. Earlier and better education about the process and the purpose of the grants. Opportunity for eXplore Lawrence to help educate committee members on the grant. Let's start the discussion about the 2023 process soon. Derek reported the feedback is that the awards were balanced between sports and arts/culture. Anthea presented the idea of an information session for the public. Kathy asked if these events would not happen if they did not receive grants, and the answer is unknown. Peter said the application could be revised as well. David asks if there is anything to elevate sports because they bring more Economic Impact. Anthea mentioned that the events should generate hotel rooms, but that is hard to track. Amber mentioned that the committee likely doesn't know the governing guidelines. The committee consists of 2 hotels, 1 Arts Commission rep, 1 EL Board rep, 1 who represents Arts Industry, 2 from the public at large. The Committee is supposed to receive an orientation. There's conflict about what type of events should be supported on the grant. Mike suggested that certain events will "graduate" from the program. Mike also spoke on the idea of having a separate fund for sports. EL would love to be a part of the discussion moving forward on TGT Grant guidelines. Derek spoke on the idea that established events no longer qualifying for TGT and no longer need the grant funds. Sally mentioned that events like Busker Festival, Christmas Parade, etc... are "signature events" and are important to support. Derek mentioned that maybe these "signature events" should be city sponsored. Amber talked about the opportunity to grow the interest of signature events like The Busker Festival, not everybody understands it.

Adjourn at 12:58, Anthea moved, David seconded