

**eXplore Lawrence**  
**DRAFT - Board Minutes**  
**May 24, 2021**  
**3:35 p.m.**  
**Carnegie Building**

Members Present: Mike Logan, Sally Zogry\*, Derek Rogers\*, Anthea Scouffas, Amber Sellers\*, Drew Gaschler, Heidi Champagne

Members Absent: Ivan Simac, David Hoyab, Peter Bobkowski

\*ex-officio members

Staff: Kim Anspach, Executive Director

Meeting Materials provided by email: May Board Packet

Meeting began at 3:37 p.m. at the Carnegie

1. Approval of Minutes –April board meeting
  - Heidi Moves, Anthea Second
2. Finance Report
  - Discussion of EIDL Loan repayment.
    - Mike gave background of why the loan was taken out.
    - Would like a Full Board to be present for the EIDL Discussion
    - Mike requested Kim create a document of capital improvement
3. Board Secretary Discussion:
  - admin role could fill this
  - Board will support Kim with this until the Admin Role is filled.
4. Staff Reports
  - Marketing (Andrea)
    - New format for all staff (dashboard focused); data pulled from data studio
    - Would like to see the same for sales and visitor center
    - Consensus from board that the content is more digestible
    - Fally suggested some sort of metric that measures referrals/influencer traffic
    - E-blast: solid open rate based on industry standards
    - Sally requested that the timeframe is added to the datafy report
    - Women in Travel Summit (Kansas City): EL hosted three women influencers (travel leisure) on a FAM on a tour of Lawrence
  - Sales (Kendra)
    - Service efforts are strong, specifically with the KC Pre Nationals group
    - Need to provide guidance to hotel staff to flag folks that may be booking rooms in a block
    - Kendra and EL will be recognized as Supplier of the Year from MPI.

- Conversation with Shrine Bowl to come with Lawrence in 2024 or 2025 - this includes football and music band.
    - Kendra coordinated all the graduation deliveries (banners)
    - Starting to plan a FAM for Meeting Planners Conference
  - Visitor Center
    - PT staff member on leave; visitor center is Open Friday and Saturday until staff is hired.
    - 612 guests in April; good for a short month
5. Executive Director Report
- Hiring Process for Positions: 40 application to date for the PT visitor center position; 26 applications to date for the manager position.
    - Begin reviewing applications June 1
    - Each will consist of a phone screen then in-person interview
    - Marketing & Service positions will post June 1st.
6. City Commission Presentations
- Two presentations: Unmistakable Identity Outcomes (6/7); eXplore Lawrence update (6/14)
  - Unmistakable Identity Outcome presentation will consist of parks & rec, Art Center; Watkins; DLI; Theatre Lawrence
7. 2023 Budget Submission
- Goal: percentage-based budgeting
    - Payroll & Retirement 38%
    - Marketing 30%
    - Sales Incentives & Bids 12-13%
    - CRM 4%
    - Admin & General 20%
  - Need guidance on when to submit the budget — work with Derek and Jeremy from the City
  - Mike: offered to meet with Britt Crum-Cano (City) to discuss Economic Prosperity Outcome & KPI's
8. PRIDE Update from Fally
- Free and all ages events the entire weekend
  - Suggestion: PRIDE landing page on EL webpage; line-item marketing support available

Adjourn 5:09 Mike motion: Heidi Second