

eXplore Lawrence
DRAFT - Board Minutes
November 19, 2021
Zoom meeting – 3:30 p.m.

Members Present: Mike Logan, Fally Afani, Jamie Hays Szelc, Heidi Champagne, Ivan Simac, Porter Arneill, Sally Zogry

Members absent: Hugh Carter, Peter Bobkowski,
*ex-officio members

Staff: Kim Anspach, Executive Director

Guests: None

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

Meeting began at 11:09 a.m.

1. Approval of Minutes – October board meeting
Action: Heidi moved; Ivan seconded. Approved.
2. Finance Report – Heidi
 - Heidi went over assets: Reserve funds sitting at \$203,009, Total \$387,638.
3. Staff Reports
 - Visitor Center
 - 621 visitors in October. Had to close a couple of Sundays due to staffing. Back up on Sundays through Christmas for DLI gift card sales.
 - Will be open on Black Friday.
 - Vendor Village at Belgian Waffle Race.
 - KU Orientation wants eXplore involved in welcome weekend next year.
 - New merch arriving in December. Restocking t-shirts for Christmas.
 - Sales Report
 - Looks like we might get hardwood classic. Will know by December 1st.
 - Belgian Waffle picked up some rooms. Many riders were at Air BnB rentals. The highest number of female riders at any Belgian Waffle race ever.
 - KCAC Golf Tournament Awarded to us 2022 through 2024.
 - Kansas Museum Association was in town last week with a large attendance.

- Marketing
 - Web site
 - Website traffic was down from year-to-year, but in October 2020 we were spending CARES funding on marketing. We had reduced traffic in 2021 but they were spending more time on-site and increased engagement.
 - We have the 2022 Visitor's Guide. Should drop the first week of December.

Executive Director Report

- Kim shared KU Community partners update
 - KU Community partners update organizing site visits for venues
 - eXplore hosted happy hour with the consultants had a large roundtable of conversations about putting on events with KU.
 - Made connections with KU for collaboration and partnership.
 - Strategic Plan updates
 - Meeting with Johnathan Morris to develop plans for the near future.
 - Accounting RFP
 - Interviewed two accountants. Only one was a CPA and therefore eligible.
Mike put forth a motion to direct Kim to engage in contract negotiations with Phoenix accounting for bookkeeping/payroll/tax services effective December 2021, Heidi seconded. Motion passed 4-0.
4. Budget Update
 5. Working closely with Jeremy Willmoth, City Finance Director, on the status of TGT funds and determining the amount of the fourth quarter payment. \$387K Normal is \$249K
 6. Kim met with Derek and agreed that a rent reduction to \$1,000 per month is an appropriate amount.
 7. 2022 budget of \$996,000 agreement will be on the next City Commission meeting docket for review and approval.
 8. Ivan mentioned the EIDL loan and if everything falls in place, perhaps we should repay the loan and get it off the books. Start paying back in June 2022.
9. Board Nominations 2022
 - Discussion needed for changing dates of board meetings.
 - We are losing Mike as board chair and member, Discussion needed to leverage knowledge from Mike's position to the next board leadership position.

- Discuss adding two more board members – Restaurant Industry and At-Large Tourism Seat (Indigenous, attraction, etc.) Currently seven voting members. Move to nine members with existing ex-officio members.
- Nominating committee for 2022. Seats available: Service/Event Management (Mike), Arts & Culture (Fally currently filling through 2021, so Fally is eligible for a second term which would actually be first term), Hotelier (Ivan's seat), going to have another open seat we are not anticipating in January. Fally and Ivan eligible for a second term.
- **Board Retreat**
 - Kim suggested moving it to January.
 - Engaging Jonathan Morris for board retreat again.

Notes

Motion to Adjourn

Action: Moved by Mike, Ivan seconded. Approved unanimously.

Meeting Ended at 12:15 p.m.

Next meeting December 15, 2021 - 3:30 p.m.