

Explore Lawrence
June 2023 Board Meeting
June 29, 2023
Carnegie Building

Members Present: David Hoyab, Kathy Gerstner, Drew Gashler, Mike Logan, Andrew Holt, Anthea Scouffas, Heidi Champagne
Staff Present: Kim Anspach, Amy Schmidt Cowardin, Laura Hiebert-Carbrey

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

Meeting Called to order at 4:04pm

Introduction of Andrew Holt, the new Director of Downtown Lawrence, Inc.

1) Approval of May 2023 Minutes

- a) Heidi made a motion to approve
- b) Anthea seconded
- c) None opposed
- d) May meeting minutes passes

2) Financial Report (Kim Anspach)

- a) Kim and Anthea met during the month to review the budget and spending reported on target
- b) 2nd TGT disbursement was received this month in June 2023, not reflected in May 2023 report
- c) Received the entire year of shared services fees from Freedom Frontier all at once. The \$12,000 contracted annual fee was received this month and will not have to do quarterly invoices. Will be reflected in June 2023 financials next month/meeting.
- d) Spent hardware budget in May 2023 to replace outdated computers
- e) EL Annual Audit 2022 performed by Karlin & Long included in May 2023 financial report. The auditor states there is a Concentration of credit risk because some accounts go above \$250,000. Noted only, the auditor did not suggest any action to be taken at this time.
- f) Reminder to the board that the annual audit is done in conjunction with taxes, as non-profit taxes are due at the end of May each year.

3) Department of Sales Report (Laura Carbrey)

- a) Currently at 78% of newly generated leads goal (YTD)
- b) Currently at \$2 million of \$3 million goal (YTD)
- c) Has been spending more time networking and being out and about as much as possible.
 - i) List of all events provided in the board meeting agenda/packet.
- d) Large future events in progress
 - i) National Fishing League
 - ii) FIFA - World Cup 2026
 - iii) KCAC Events (Kansas Collegiate Athletic Conference) all the way through 2026
 - iv) Table Tennis Event
- e) Upcoming Events
 - i) List of all provided in the board meeting agenda/packet
 - ii) Working with Jayhawk Hospitality and splitting costs for fees, trying to keep cost down.
 - iii) In June 2023, EL had its first start-to-finish collaborative event hosted with Jayhawk Hospitality. CUSP Conference. Went well.

- iv) Planning on using volunteers/ambassadors at events
- f) Economic Impact Calculator (EIC) explanation. It was used after KU Relays to show the economic impact to our community. Goal to use EIC for all events and assists.
- g) National Fishing League
 - i) In-depth description
 - ii) The economic impact is estimated at \$227,000 for pre-fishing and \$1 Million for the tournament itself
 - iii) A very different event for Lawrence and impacts the community in new ways. Activates Clinton State Park and the use of the marina. Locals can participate.
 - iv) \$25,000 Bid Fee

4) Marketing Report (Kim Anspach)

- a) Events Promoting in May: Final Fridays, Sporting Kansas City II, Live Music, Buskerfest, Pride Fest, and St. John's Fiesta
- b) Website engagement was greater than the number of visitors to site
 - i) Texas state with the second most visitors to the site (after KS). Has always been Missouri before.
- c) Summer of Fun Pass launched May 29th
 - i) 567 sign-ups and 287 check-ins
 - ii) promoted SOF Pass at Midsommer Sidewalk Sale
 - iii) will promote at SummerFest 2023 and Float Local Friday on the first Friday of July

5) Visitor Center Report (Kim Anspach)

- a) May 2023 the biggest month of visitors on record
- b) Great sales
- c) Had extended hours Sunday and Monday during Buskerfest/Memorial Day Weekend.

6) Executive Report (Kim Anspach)

- a) STR Report
 - i) Occupancy up 10%, ADR up 5%, Revenue up 16%
 - ii) May numbers up overall even though hotels reported occupancy down graduation weekend
- b) TGT revenue up and trending well
- c) Sales Manager hiring update.
 - i) Have 7 good applicants and will be interviewing 3
 - ii) Start date will be end of July
- d) FIFA - Meeting with local CVBs and with FIFA Officials
 - i) World Cup coming in 2026 – June 11, 2026, to July 19, 2026
 - ii) For every ticket sold, 20 people come
 - iii) Tens of thousands of people are expected to the surrounding area
 - iv) Lawrence is still in the running as a basecamp for a team
 - v) Already talk of legacy that will occur due to hosting the World Cup
 - vi) FIFA identified transportation as one of the biggest hurdles in this region
 - vii) Drew addressed 37 Day Fan Fest and staffing. Discussion of possible volunteer corp to help.

7) Bid Fun Policy (Proposal and Review of Parameters for Employing the Bid Fund)

- a) In the meeting agenda/packet, there is a document with the draft of the new Bid Fund policy that includes scoring criteria that must be met in order for the fund to be deployed.
- b) Bid Fund for 2023 is \$48,000 (have made a budgetary request that the Bid Fund for 2024 be 5% of TGT Revenue, which will increase the bid fund).
- c) The policy's purpose is to have a tool kit to compete for high economic impact, high visibility events. To deploy the funds in a thoughtful manner that allows EL to remain true to the intent of benefitting the partners that regenerate the TGT funds. To have the ability to collaborate and compete at the regional level along with Topeka, Kansas City, etc.

- d) Scoring Criteria for Deploying Funds (Has 9 different areas totaling 100 points)
 - i) See the draft in the meeting agenda for the original proposal
 - ii) After discussion, the following was laid out as the new/correct Scoring Criteria with only 8 different areas, totaling 100 points)
 - 1) Days of the Week for Overnight Stays (25 points)
 - 2) Time of the Year of the Event (15 points)
 - 3) Projected Economic Impact to the Community (15 points)
 - 4) Utilization of Local Vendors (10 points)
 - 5) Repeat Opportunities (15 points)
 - 6) Media Coverage and Promotion of Lawrence (10 points)
 - 7) Diversity of Attendees and Participants (10 points)
 - 8) Promotion of Sustainability or Environmental Celebration (10 points)
- e) Motion to approve the Bid Fund Policy with Scoring Criteria
 - i) Heidi moved to approve policy with the changes as discussed
 - ii) David seconded the motion
 - iii) None opposed

8) National Fishing League – Proposal for use of Bid Fund

- a) Laura and Kim presented NFL Tournament as a candidate to receive bid funds.
 - i) A high economic impact, high visibility, annually repeated event.
 - ii) The first event is scheduled for 2024.
 - iii) NFL taking \$10,000 off the originally requested bid fee. Now \$25,000 instead of \$35,000.
 - iv) Bid Fund can be paid in 3 different installments. $\frac{1}{3}$ upon signing. $\frac{1}{3}$ in April 2024. $\frac{1}{3}$ in October 2024.
 - v) Will guarantee lots of overnight stays at multiple hotels
 - vi) Will have TV Network and Live Stream coverage
 - vii) They utilize local businesses
- b) Motion to approve the use of Bid Fund for NFL Tournament
 - i) Anthea moved to approve the use of the bid fund
 - ii) Heidi seconded it
 - iii) No opposed

9) Explore Lawrence High-Level Strategic Plan Draft (created in conjunction with Coneflower)

- a) Includes a Written Strategic Plan and an Activation Document
- b) Contains Measurable goals and is a guiding document that is easy to follow
- c) Kim asked if the board agrees with the language in this draft before moving on to the next step
- d) David began a discussion of adding verbiage that allows growing staff
 - i) Once EL meets the goal of having 3 person sales team, the next staffing goal is to grow the marketing team by one person, so content manager and digital ad manager.
- e) Motion to approve Written Strategic Plan and Activation Document
 - i) Mike made a motion to approve with added verbiage in regard to staff growth
 - ii) David seconded it
 - iii) None opposed
- f) Mike as that the revised document be electronically sent out to the board to read

10) Motion to adjourn the meeting

- a) Heidi moved to adjourn
- b) Anthea seconded it
- c) None opposed`