

Explore Lawrence  
May 2023 Board Meeting  
May 25, 2023  
Carnegie Building

Members Present: David Hoyab, Drew Gashler, Mike Logan, Porter Arneill, Ivan Simac  
Staff Present: Kim Anspach, Amy Schmidt Cowardin

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

Meeting Called to order at 4:03pm

#### 1) Approval of Minutes

- a) David moved
- b) Andrew seconded
- c) Non opposed

#### 2) Financial Report

- a) Kim reported that she and Anthea had met this past month to review. No anomalies to report.
- b) Will change what includes in the Board Report moving forward. Will exclude year to year comparison as it does not reflect meaningful information.
- c) Important to look at PNL and Statement of Financial Position. PNL has pacing and what EL should be spending to be on the correct trajectory for the budget.
- d) Submission for second quarter allocation has been submitted to Porter Arneill, and that should be on June 6th claim (porter reported)
- e) PNL explanation: Have not received any allocation from DMI yet for shared space with Freedom's Frontier. Should receive payment in June or July 2023.
- f) Marketing: Design line a little under pacing, but should catch up soon as hired Lot and Ilk for design services.
- g) Marketing: Digital will ramping up, as more campaigns launching in May

#### 3) Staff Reports (Kim Anspach)

##### a) Sales Department

- i) 72% of Sales Goal for the Year
- ii) 57% of Revenue Goal for the Year
- iii) Explanation of quality leads vs. quantity of leads
- iv) Has closed a lot of business in May 2023, including KAOM (Kansas Assoc. Of Osteopathic Medicine). Excited to report business generated organically through a website.
- v) Attended Sports ETA and potential business in motion
- vi) General discussion of Change of Big 12 and increase to 14 team conference and whether seeing any new business starting to be generated. EL has started reaching out and discussion beginning in regards to campaigns to obtain that visitor business. Will report as moving forward.

##### b) Marketing Department

- i) Not running a large digital campaign this month, so that means most traffic to the EL website is organic. Traffic is down slightly, but engagement and views are up. Organic traffic is usually more engaged and seeking out our site and information with purpose.

- ii) Most visitors to website in April were from Kansas, Missouri, Texas, Illinois & Colorado
  - iii) Social Media (Laurel Nagengast) views are up. More reels being published. Content is shareable and is getting more engagement.
  - iv) E-News performance is up last month
  - v) Passports: Kaw Valley Craft Pass still currently running
  - vi) Passports: Summer Of Fun Pass launching on Memorial Day, May 29th, 2023. Will be a family focused pass with prizes. Prizes will be buttons, new limited edition sticker sheet and bucket hat as prizes. Focuses on budget daytime travelers or weekday travelers with kids in town. This pass helps support the local community as it shows people exactly what they can do here.
  - vii) Will support new Midsummer Night Sale this summer (tabling)
- c) Visitor Center
- i) Most walk-ins of 2023 recorded in April
  - ii) New products: Locally created stickers and postcards (Supernatural items included)
  - iii) VC Staff hard at work: 127 events added to events calendar in April and 41% of that put in by VC staff
- d) Executive Director Report
- i) STR & TGT Performance
    - a) April good growth in occupancy. ADR was up.
    - b) TGT Collections still on upward trajectory. 17.77% increase over April 2022 collections.
  - ii) Sales Team Staffing & Growth
    - a) Current in phase one staffing, back to pre-pandemic levels.
    - b) Has budgeting for another position. New position will be inside sales and can respond to incoming sales leads and forging current relationships. Laura (DOS) can be freed up to be out networking and recruiting & prospecting new business. Currently working on a job description. This structure and position has already been approved and voted on by the board. Keeping the board updated and informed about the process and where it stands and inform will be posting for position soon.
    - c) Mike asked that member of Board be involved in hiring process for new position
  - iii) Groundwork for Bid Fund Discussion for June Board Meeting
    - a) Kim will finish writing policy
    - b) Policy will be brought to the board for vote
    - c) Create internal decision making rubric for what qualifies for bid fund (for consistency)

#### 4) Governance Update (Mike Logan)

- a) Proposal Summary (Re: Ordinance, Bylaws, and Agreement for Services and Funding between City of Lawrence and Explore Lawrence)
  - i) Meeting had taken place since last board meeting with Derek Rogers, Porter Arneill, Allie from City Finance, Mike Logan, Kim Anspach
  - ii) Derek had requested hard budget from EL and that has been provided
  - iii) Derek is to take proposal to the City Manager's Office and reiterate that EL Executive Team is represented in any discussion in regards to proposal
  - iv) Mention that City of Lawrence is looking at all Boards Rules & Regulations

5) New Business

- a) Bid Fund Rubric to come soon
- b) BuskerFest Memorial Day Weekend

6) Motion to Adjourn Meeting

- a) David made motion to adjourn
- b) Drew seconded it
- c) None opposed