

**eXplore Lawrence**  
**DRAFT - Board Minutes**  
**June 15, 2022**  
**3:30 p.m.**  
**Carnegie Building**

Members Present: Mike Logan, Sally Zogry\*, Derek Rogers\*, Anthea Scouffas, Peter Bobkowski, Ivan Simac, Heidi Champagne - virtual

Members Absent: David Hoyab, \*Amber Sellers, Drew Gaschler

\*ex-officio members

Staff: Kim Anspach, Executive Director

Meeting Materials provided by email: June Board Packet

Meeting began at 3:35 p.m. at the Carnegie

1. Approval of Minutes –May board meeting
  - Mike Moved, Heid Second
2. Finance Report
  - Heidi Champagne
    - Heidi did not see anything that she had questions on
    - Kim noted
      - Large increase in the rent (remit process for Carnegie rent-big lump out)
      - Opportunity Fund has been active. Buskers, extra marketing
      - Everything else on track
      - Legal fees relating to employment question
      - Ivan asked about 7601.8 Kim will look into this.

Motion: Anthea moves, Ivan Seconds

3. Staff Reports
  - Marketing (Andrea)
    - Women in Travel Summit in May – good success. Still good posts. Comibined for over 300,000. Reach back and loved what EL did to prep them
    - Food Truck Festival
    - Lawrence Busker Festival
    - Lawrence Visitor guide
    - Increase of 161% from last year
    - Events highest ranking

- Continuing on advanced dashboard
- Giving Google a bit more control on digital marketing. 163% in May increase
- Social Campains still getting good notice
- Traffic from Datafy on Final Four Weekend
- Event Correlation is very interesting data
- 95,000+ unique visitors in May
- Sales (Kendra)
  - 20% of goal
  - 65 leads that have turned definite
  - 1 is new business for Lawrence (Girls Golf – looking for other years as well). Ivan noted that this takes place during week which is great.
  - \$423,000+ room revenue
  - Intent to bid for Shrine Bowl. KU Athletics is interested as a recruiting tool so would partner, but EL would be lead bid. End of July-early Aug letter of intent due. Announcement early 23 and would be 24 & 24.
  - Prince Hall – 200 room nights.
  - KU Humanities Conference next week
  - AASHTO next week
  - Fur Takers of America 54<sup>th</sup> Rendezvous (fairgrounds) – lots of room night associated
- Visitor Center
  - 436 guests in May; good for a short month
  - \$136 in sales
  - Do have a Saturday part-time hired
  - Visitor guide mailings are caught up

Ivan noted that Kendra is doing well. But hopefully hire more to help to increase sales. How are we pacing towards our revenue goal?

#### 4. Executive Director Report

- Strategic document will return next month.
- Request for second quartet dispersment and in bank account
- Hiring
  - Saturday staff hired
  - Four part time phone screens
  - Visitir experience close to being hired
  - Close VC on Friday and interview so we can move quickly on this
  - Sales and Marketing are posted. Once filled, we complete intial hiring then can look for sales manager position
  - Simply support hours as extension of staff instead of website builds. They are updating event claendars to EL website

- Derek presented on Unmistakel Identity to Council. On 21 Kim will present on EL.

MOTION – Heidi moves, Peter seconds

- We should be fully staffed by end of July and then will focus on training up.
- Look to get Kendra out of bsusine in front of her so that she can look forward sales.
- Produtivity tracking once we are fully staffed.
- Booking goals as well
- Quality of leads will be a focus – not quantity as muych as quality

#### 5. 2023 Budget Submission

- TGT collections looking good. Pacing above 2018.
- Star Report not out yet
- Added comp sets for Emporia, Stillwater, Layfayette, IN....?
- Process for budget with Derek
  - Have not received a request for formal submission – prepped to present a percentaged budget (70%)
  - Usually apply in April for following year
  - Submitting it, but want to maintain 70% to EL. If more monies come in would then be used for marketing, etc.
  - Submit what you think the 70% is (plus 10% for bid line). Derek – a good way to move forward, but the city might not say yes.
  - Mike noted - Bid fund to make improvements to be able to go after events
  - Derek – this is a great time to get commissioners thoughts regarding these issues relating to your proposal.
  - Derek believes that commission wants existing or proposed budget information.

#### 6. City Commission Presentations

- Kim presented her Commission presentation to the board. Kim noted draft of presentation. Goals for presentation are:
  - Celebrate success
  - Highlight what is on horizon
  - Strategic Plan alignment
  - Budget will be spent strategically for upcoming year
- Discussion on best way to approach the presentation and how best to discuss (or not) the Bid Fund.
- Kim will tighten up presentation and will reach out to board members for some assistance. Support from board members virtually would be great!

Adjourn 5:09 Motion: Mike approves, Anthea seconds

