

Explore Lawrence
Board Minutes
October 26, 2022
4:00pm
Carnegie Building

Members Present: Ivan Simac, Mike Logan, Drew Gaschler, Derek Rogers*, Sally Zogry*, Heidi Champagne, Amber Sellers*, Kathy Gerstner*, Peter Bobkowski. David Hoyab present via zoom.

Members Absent: Anthea Scouffas,

Staff: Kim Anspach, Laurel Nagengast

*= Ex Officio

Meeting began at 4:02 pm at the Carnegie.

1. Consider a motion to recess into an Executive Session to discuss personnel matters
 - Heidi moved, Peter second

Meeting resumed at 4:27 pm at the Carnegie. Nothing to report

2. Approval of Minutes- September Board Meeting
 - Heidi moved, Mike second
3. Financial Report – Heidi Champagne
 - Opportunity fund up 3.9k over budget for editorial Food & Travel Magazine
 - All locks re-keyed, heavy shelves installed at Visitors Center, office supplies over by \$800
 - Travel spend will increase next month from Tourism Conference
 - EIDL loan starts repayment in December
 - Approval of Financial Report - Mike moved, Heidi second
4. Staff Reports
 - Marketing Report Biggest Web Traffic Month ever in September and Biggest Web traffic Day ever on Sept 24th
 - i. Bucket List – 408 sign-ups, 286 check-ins to local businesses, 57 offer redemptions, 15 completions of the trail.
 - ii. Kaw Valley Craft Pass launches in November in time for Visitors guide drop in 3 weeks
 - iii. SEO – foodies performing really well
 - Visitors Center – 2nd highest walk-in in 2 years in September
 - i. Great sales month - \$350
 - ii. Started new part-time employee Sarah Potter working 10-15 hours per week.
 - Sales – Laura started October 10 – visited 8 properties by day 3, attended Tourism conference and currently attending OKC Sports KS Teams conference
5. Executive Director Report
 - Strategic Plan Update – community partnerships. Continuing work on regional ALE Trail talked with our state colleagues at conference and we are looking at more METL collaboration opportunities. Also was able to have a conversation with Bridgette Jobe and Lieutenant Governor Toland at conference. Lt Gov was very excited about Lawrence's assets as a tourism destination and mentioned he comes to Mass st with his family.

- i. Focus on creating a new strategic plan on retreat
 - ii. Belgian Waffle Ride event ran smoothly – more thorough feedback to come
 - iii. TGT collection down but September anticipated to boost those numbers, within \$6000 of total collection by end of 3rd quarter - I suspect our 4th quarter will be very strong with 3 sold-out football stadium weekends!
 - iv. Chamber Blue: received the information on Chamber blue. I included their matrix in the packet. After comparing our plan and our current costs, I do not recommend switching plans at this time. The highest deductible plan is still more expensive than our current plan with a lower deductible. Our new rates will happen in March
- 6. Employee Manual Updates
 - Collaborative effort with John B. at Stephens & Brand, attorney
 - Major change is signatory clause, reviewed by legal counsel
 - Discussions about Comp Time. Page 55. From our counsel: You can give a day for a day, or you can give 0.5 day for 1 day. Both are acceptable and therefore it's up to you to decide what you want to do.
 - I would propose this language in comp time: eXplore Lawrence values a work life balance. From time to time our work schedule requires exempt employees to work outside of the normal business days and on weekends. When this occurs we expect the employee to work out in-lieu time with their direct supervisor to ensure we maintain a healthy balance.
 - Multiple days of Lieu-time is subject to approval at the Executive Director's discretion for certain events demanding an excessive amount of hours.
 - In Lieu time must be approved a minimum of 24 hours in advance by the appropriate Department Head and used within two weeks.
 - Approval of Employee Manual with language suggestion provisions requested
 - i. Heidi moved, Peter second
- 7. TGT Grant Process Update: Peter
 - Applications are due Oct. 20th through Nov. 20th. Three minute presentations will be Dec. 1st.
 - No update from Peter
 - Consideration of weighing sports differently/separately from arts, diversity, culture choices, but that conclusion is on hold. – Heidi
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- 8. Other Board Discussions
 - ETC survey as part of Unmistakable Identity Outcomes Group
 - David – strategic partners – full day site visit to meet with stakeholders and members of the city and chamber. Meet with community partners to see how that project can effectively benefit the region. Final study by mid-January.

Next meeting date will be chosen by Doodle Poll for November and December combined meeting

Adjourn 5:01 pm: Peter motions, Mike seconds.