

**eXplore Lawrence**  
**DRAFT - Board Minutes**  
**January 19, 2022**  
**3:30 p.m.**  
**Zoom**

Members Present: Mike Logan, Ivan Simac, Danny Caine, Jamie Hays Szelc, Heidi Champagne, Peter Bobkowski, Porter Arneill\*, and Commissioner Amber Sellers\*

Members absent: Fally Afani\*, Sally Zogry\*, Hugh Carter\*  
\*ex-officio members

Staff: Kim Anspach, Executive Director  
Kendra Brayfield, Director of Sales  
Andrea Johnson, Director of Marketing and Communications

Guests: Anthea Scouffas

Meeting Materials provided by email: January 2022 Board Packet

Meeting began at 3:33 p.m.

1. Introduction of new members and guests
  - Introduced new member Commissioner Amber Sellers
  - Introduced guest - Anthea Scouffas from the Lied Center
2. Mike explained that Fally's seat will shift from the Arts & Culture industry to the ex-officio Chamber seat which will open her current board seat. The Mayor will be appointing a new member.

The City Commission voted to allow Mike to serve another term for continuity.

Ivan has already been nominated and has agreed to serve as Chair. Mike asked for a motion.

Action: Moved for approval by Jamie; Heidi seconded. Approved Unanimously

Ivan took over as Chair for the rest of the meeting.

3. Approval of Minutes – December board meeting  
Action: Heidi moved; Peter seconded. Approved.
4. Sales Plan Presentation – in packet – Kendra Brayfield, Director of Sales
  - Kendra introduced herself and shared a presentation that included her personal background and the background on sales and bookings that she's been involved with since she started with eXplore Lawrence in 2018.
  - Shared the overarching Sales Plan for 2022.
  - SWOT analysis - Strengths, Weaknesses, Opportunities and Threats

- Reviewed Objectives, Sales Strategies, Sales Goals, Services Strategies

Ivan asked for a motion to approve the Sales Plan.

Action: Heidi moved to adopt the sales plan; Jamie seconded. Approved.

5. Marketing Plan Presentation – in packet - Andrea Johnson, Director of Marketing and Communications

- Andrea introduced herself and shared a presentation about her background.
- Group Marketing: Goal, Message and Target Markets
- Tools
- Shared background on eXplore Lawrence (CVB) and Unmistakably Lawrence (Brand for Leisure Marketing – come to Unmistakably Lawrence)
- Situation – data report
- Trends – travel predictions
- Shared SWOT Analysis, Strengths, Weaknesses, Opportunities and Threats
- Target Markets – geographical and personas
- Tactics
- Campaigns
  - Shared some of the “Why Lawrence” videos
- Key Performance Indicators – measure success

Mike asked for a motion to approve the Marketing Plan.

Action: Peter moved to adopt the marketing plan; Jamie seconded. Approved.

6. Financial Report – Heidi Champagne

- Shared the reports from the packet
- Mike reminded the board that, because of the recent increase in hotel stays and TGT revenues, \$217K of 2021 funds are being “returned” to eXplore Lawrence by the City to backfill lost 2021 budget due to the pandemic. This means that there is \$1.2 million available in 2022.

7. 2022 Budget & Operating Agreement

- Kim reported that the City shared the updated operating agreement which is ready for signing.

Mike asked for a motion for Kim sign the agreement.

Action: Moved by Danny; Seconded by Heidi. Approved

- Proposed changes and increases to line items in 2022 - Shared a spreadsheet reallocating the budget backfill from the end of 2021. 2021 was a depressed budget due to COVID.
  - EIDL loan repayment

- Visitor center maintenance and improvements
- Health Insurance increase for new employees and cost increases
- Payroll was reduced in 2021 with Michael's absence, want to add staff to cover gaps
- Employee retirement plan
- Marketing plan
- Public Relations for events and subscriptions from state
  - I-70 distribution
  - Digital
- Promotional materials
- Bids incentives
- Rent increase
- Insurance
- Storage – reduce
- Travel & Meetings increase
- Will audit telephone and Internet expenses
- With “surplus” funds, propose a savings fund for emergencies and opportunities
  - Professional development
  - Bid increase

Mike pointed out that the actual 2022 budget is \$996,000. He asked if the financial fluidity of the budget stays the same. Kim would be concerned about hiring staff and possibly not being able to keep them in 2023 without future budget increase.

Looking at benchmark communities to learn more about other CVBs. Budget request will be submitted in April.

Mike asked for a motion to approve the proposed revised 2022 budget.\*

Action: Moved by Jamie; Seconded by Heidi. Approved

\*There was clarification after the vote that the approval was made for the overall proposed revised budget but not for the entire 2021 additional funds. Those funds will be revisited by the board later.

#### 8. TGT Grant Program Update – Peter Bobkowski

- In the interest of time, Peter proposed tabling this to next meeting. Asked board to review allocation.

#### 9. Board Retreat

- Kim – Doodle Poll result – Retreat will be March 3<sup>rd</sup> from 11 a.m. to 3 p.m.

Mike and the board bid Danny a fond farewell and reminded him to visit often.

**Motion to Adjourn**

Danny moved to adjourn; Heidi seconded. Approved  
Meeting adjourned at 5:41 p.m.

Next meeting February 16, 2022 - 3:30 p.m.