

Explore Lawrence
Special Governance Board Meeting
Wednesday April 19th
Carnegie Building, Lawrence, KS

Members Present: Mike Logan, Peter Bobkowski, Kathy Gerstner, Drew Gashler, Anthea Scouffas, Ivan Simac (virtual), Amber Sellers (virtual), Derek Rogers (virtual)

Staff Present: Kim Anspach, Amy Schmidt Cowardin

Call To Order 4:04pm.

All in attendance have copy of all existing documents

Mike Logan, Board President called meeting to order and announced reason for meeting to discuss:

- Agreement Of Services with City of Lawrence,
- Ordinance No. 9731 with the City of Lawrence
- City of Lawrence, KS and Explore Lawrence Governing Board Bylaws
- Funding Agreement with the City of Lawrence (Agreement for the use of City Transient Guest Tax Funds)

Mike stated documents executed in 2016 have not been changed since.

Kim corrected stating the bylaws were updated when added Tourism seat (did not specify date).

Mike requested that all in attendance give advice, suggestions, and their expertise in regards to what items or wording in documents are outdated and should be updated. Mike reiterated that in past strategic planning sessions this was something that kept coming up and now needed to be completed.

- 1) Agreement Of Services Between The City of Lawrence, KS and Explore Lawrence, to Operate the Lawrence Convention and Visitors Bureau
 - a) Discussion to change budge number in Section 3, Paragraph 2 to higher amount (\$20,000)
 - b) Discussion to change/extend time that Explore Lawrence must provide the City with a monthly listing of all expenditures within 20 days of the close of each month as this feels unreasonable and is not reflected in current practice. Difficult to get financials within 20 days of the end of each month. Discussion of possibility to be more specific in what is reported and synthesize a quarterly report.
 - c) Discussion that the goal is to take multiple outdated documents/contracts and replace these with one cohesive updated document/contract that combines the Agreement of Services Rendered AND the Agreement for Use of City Transient Guest Tax Funds. Another goal is that this can be a multi-year contract instead of an annual one, and have City agree to this.
 - d) Will provide reasons and documentation why multi year agreement is important to a destination marketing organization like Explore Lawrence.

- e) Discussion to ask City for 70% of TGT Collection for Operations on Explore Lawrence and 10% TGT Collection to Bid Fund (with rollover). These percentages align with cities similar to Lawrence and its goals. Kim states numbers are within 2-5% of what Explore Lawrence has historically received from TGT Collections (per 10 year look back). Explore Lawrence is the entity responsible for generating the TGT.
 - f) Discussion in regards Section 4, Article B of Agreement for Use of City TGT Funds . Kim requested the final report due date be changed to the end of 1st quarter, March 31st instead of February 15th.
- 2) Ordinance No. 9731 and City of Lawrence/Explore Lawrence Governing Board Bylaws.
- a) Discussion of proposed changes to ordinance and bylaws regarding composition of board member seats (types of industries that hold seats) and the number of seats.
 - b) Recommendation to change Ordinance No. 9731, 1-2001: Change number of voting seats to 11, and maintain 4 seats *ex-officio* non-voting seats. (No less than 9, no more than 15).
 - c) Discussion that the point of changing the number of board members is in order to create a more diverse board and what types of industries can be added to fulfill that goal.
 - d) Discussion regarding the definition of “at-large” member.
 - e) Discussion to add a specific category of restaurateur for as a voting board member.
 - f) Discussion that the quorum for meetings will need to increase if the number of voting seats increase. Quorum should be 50% plus one, in attendance. Therefore, 1-2004 of Ordinance No. 9731 will need to be changed in accordance with the change of the number of voting seats to 11. Kathy pointed out that in the Bylaws, it already states in Article 5, Section 4 that a quorum shall consist of majority of members of board, different language than in Ordinance – again reiterating why the multiple documents/contracts between the City and Explore Lawrence need to be consolidated for consistency of language and to get rid of redundancy.
- 3) Goal now to take notes from this meeting and synthesize into one set of changes, then review and vote on everything at the next board meeting. Mike advised he is happy to meet with board members to correct and verify document language so it is complete.

Mike asked if there is a motion to adjourn the meeting
-Anthea moved to adjourn meeting
-Peter seconded the motion