

Explore Lawrence
Board Minutes
September 7, 2022
4:00pm
Carnegie Building

Members Present: Derek Rogers*, Drew Gaschler, Mike Logan, Anthea Scouffas, Peter Bobkowski, Sally Zogry*

Members Absent: Amber Sellers, Ivan Simac, Heidi Champagne, David Hoyab

Staff: Kim Anspach, Laurel Nagengast, Calley Vance

Meeting began at 4:03 pm at the Carnegie

1. New Staff Introduction: Laurel Nagengast, Digital Marketing Manager and Calley Vance Part-time Visitors Center and Admin Support
 - Note Calley Vance has accepted a full-time role with the Visitor Center
2. Approval of Minutes – July Board Meeting
 - Peter moved, Anthea Second
3. Financial Report – Heidi Champagne (not present)
 - KA will meet with Christina to set up EIDL loan repayments. Payments start in October.
 - Technology repair, Desktop and Data submitted invoices from Jan – Current. They have inconsistent billing. They also submitted 2021 invoices.
 - Add petty cash line.
 - Change codes for promotional items at the Visitor Center.
 - Put in request for disbursement.
4. Staff Reports
 - We now have dashboards for Marketing and Visitors Center.
 - i. Marketing Highlights: Laurel has relaunched the 7 things to do this week videos and taken over newsletters
 - ii. Bandwango launched on Sept. 1. Already have 1 redemption from the director of Monarch watch.
 1. So far more than 600 people have visited the Lawrence Bucket List.
 2. Press Release was picked up by WIBW. We have 195 sign-ups. 78 Check-ins/Prize redemption. New businesses have added since the launch. Generally good feedback from users.
 3. Performing well on our Datafy retargeting campaigns.
 - iii. Last of the Why Lawrence videos will be launched by October. The remainder of 2022 is Bandwango focused and we have a good sized digital spend planned.
 - iv. Visitor Center – First run at the Dashboard, will be adding some context to the numbers. Comparison to other years and an average is recommended.
 1. 593 walk-ins in July. We have reordered T-shirts and are working on restocking other items.

2. Discussed consignment items and commemorative ornaments for sale at the VC.
 - v. Sales
 1. Interviews for DOS are underway. In the meantime, KA is trying to keep the leads going and following up on service calls.
5. Executive Direct Report
 - i. Employee Manual
 - ii. Tgt collections
 - iii. STR will create a graph for our comparisons. Not sure if Lincoln is a good comp set. May switch Lincoln, NE for Ames, IA.
 1. July was not as great as expected. Occupancy and revenue were below 21. Gas softened summer travel.
6. Budget Update
 - Still looking like the 1.2 million and a 48,500 bid bund.
 - We are back at pre-pandemic funding levels.
 - Discuss budget more in Sept., will have a line item budget by Nov.

Adjourn 5:00pm: Anthea motioned and Drew seconds.