

eXplore Lawrence
Board Minutes
February 17 20, 2021
Zoom meeting – 3:30 p.m.

Members Present: Mike Logan, Danny Caine, Peter Bobkowski, Jamie Hays Szec, Hugh Carter*, Porter Arneill* Stuart Boley*

Members absent: Ivan Simac, Sally Zogry*, Ryan Robinson, Heidi Champagne
*ex-officio members

Staff: Kim Anspach at beginning of meeting (Michael was traveling)

Guests: Jonathan Morris

Meeting Materials provided by email: February 2021 Board Report

Meeting began at 3:34 p.m.

Staff Reports – Kim Anspach

- Sales- Kendra working hard on sports and communications with SPL
- Met with groups and USD497 about using facilities
- Going green for events
- Organized meeting with Belgian Waffle Race and provided resources we can provide. Will drive to EL web site.
- John Brown exhibit at Watkins – working with tour Kansas in fall
- Visitors Center – moved back to pre-COVID reporting with increased traffic and sales
- Caleb working on re-imagining volunteer program. More dynamic volunteers. Working with Watkins and Tourism Ambassador Program.
- April Tourism Ambassador training scheduled
- Return to in-person Final Fridays – exhibit at Visitors Center
- Marketing – co-op with Lawrence Restaurant Week response above industry standards
- C-Source data – allows us to see visitors and assist with visitor data
- Looking at window art program and possible grants
- Organizational continuity – ensure that staff is comfortable and supported through transitional time

Finance Report – Mike

- TGT reporting
- January 2021 – first TGT payment from City
- 12/31 and of year P&L

KOMA presentation – Porter

- Presentation and discussion about executive sessions as related to Executive Director recruitment

401 K Plan – Mike

- Plan presented to the board
- Match up to 6%
- Discussion to add base percentage regardless of match, 2%
- Suggestion to bring options back to the board in March for review

2022 Budget – Mike

- Need a committee to work on the budget
- Mike called for volunteers
 - Suggested: Heidi, Peter, Ivan and Mike – Mike will work with Michael to coordinate meetings

Board Retreat summary notes and next steps – Jonathan Morris

- Reviewed summary, focus areas and next steps
- Strategic Plan 2021-2023 - Focus Areas, Goals and Objectives
- Board development
- Operating agreement
- Succession planning - Executive Director recruitment
- Practical considerations to ensure that board members are able to engage comfortably and productively

Executive Director Search – Mike

- Building a prospectus – showed draft
- Showed text draft of job description – working to boil it down to a two page description
- Mike will send job description via email with the board

Approve minutes from January – tabled to March meeting

Ended meeting at 5:04 p.m.

Next meeting March 17, 2021 - 3:30 to 5:00 p.m.