

Explore Lawrence
Board Minutes
October 5, 2022
4:00pm
Carnegie Building

Members Present: Mike Logan, Drew Gaschler, Sally Zogry*, Heidi Champagne, David Hoyab, Amber Sellers*, Kathy Gerstner*, Peter Bobkowski.

Anthea Scouffas present via zoom.

Members Absent: Ivan Simac

Staff: Kim Anspach, Calley Vance

Meeting began at 4:05 pm at the Carnegie.

1. Approval of Minutes- September Board Meeting
 - Heidi moved, David second
2. Financial Report – Heidi Champagne
 - EIDL loan repayment due in December
3. Staff Reports
 - Bucket list update: 427 signups, 180 check-ins, 29 partner offer redeemed, and 10 people eligible for the prize. Will be working on strategies to increase our percentage of check-ins.
 - Laurel is producing great content, and engagement on social media is increasing. This allows Andrea to work on '23 strategy, and reengage our industry partners.
 - Tourism Ambassador Program Reboot. Testing a new strategy, will start training wait staff at RGB to become ambassadors.
 - Begun work on the Kaw Valley Craft Pass and will start with breweries and wineries.
 - Visitor Center: Dashboard has been added for yearly comparisons. 403 walk-ins in August. Calley is getting operations standardized and adding events and listings to website. New retail products have been added to inventory. Ready to hire and train part-time staff.
 - Sales: Laura starts Monday. Will focus on CRM training and getting out to hotels and meeting spaces. Will attend KS Tourism Conference. Will be with Sports KS at the TEAMS conference.
4. Executive Director Report
 - Review Strategic Plan implementation. Working on Regional connections and Operational goals.
 - Awarded marketing grant from KS tourism to develop and promote an Ale trail with Manhattan, Emporia, & Topeka. (METL Ale Trail)
 - Worked with The Watkins Museum on a humanities grant for the Lawrence 1970's project. Watkins will develop the program and do admin work for grant, EL will market the exhibit.
 - TGT Collections: we are within 200,000 of last year's total collections.
 - STR: Occupancy is 1% above last year, ADR is 22.9% over and revenue is 26.5% over. Football is selling out hotels this month.

- Staff will be attending the KS Tourism Conference in October. We have submitted for several marketing awards. We are working on a bid for future conferences for 2025 and on.
5. Employee Manual Updates
 - A revised manual has been provided after having legal review. It still needs reformatting and fine-tuning before distribution.
 - Adding Juneteenth as a paid holiday, changing the carryover of vacation from 48 to 80 hours, and dress code changes have been approved.
 - The board will ratify the finalized employee manual with a vote at the next meeting.
 - A signature authority was recommended so only the Executive Director can sign contracts.
 6. Operating Agreement
 - Will look into separate guidelines for Bid Fund. With \$48,500 in '23 that could be used up very quickly with tournament incentives at SPL.
 - There is a recommendation to remove the 180 day agreement, potentially remove the services agreement and remove "our goal" language.
 - A committee has been formed to assist Kim with finalizing the agreement. David, Mike and Kathy have volunteered. Amber will help with procedural items.
 7. TGT Grant Process Update: Peter
 - Applications are due Oct. 20th through Nov. 20th. Three minute presentations will be Dec. 1st.

Next meeting will be held on October 26th. There will be a vote on the revised employee manual. There will also be an executive session to have a review of the Executive Director.

Adjourn 5:16 pm: Heidi motions, Peter seconds.