

eXplore Lawrence

Board Minutes

April 21, 2021

Zoom meeting – 3:30 p.m.

Members Present: Mike Logan (joined at 3:55 p.m.), Ivan Simac (joined at 4:00 p.m.), Danny Caine, Peter Bobkowski, Jamie Hays Szelc, and Sally Zogry* (joined at 3:48), Stuart Boley* Porter Arneill*

Members absent: Hugh Carter*, Ryan Robinson, Heidi Champagne

*ex-officio members

Staff: Michael Davidson, Kim Anspach (Kim left the meeting prior to the Executive Director update at 4:17 p.m.)

Guests: None

Meeting Materials provided by email: April 2021 Board Packet, E.D. Recruiting Documents, March STR Report, Small Business Administration (SBA) Targeted EIDL Advance decision letter

Meeting began at 3:35 p.m. There was not a quorum at the start of the meeting. A quorum was met at 3:55 p.m. when Mike Logan joined by phone. Ivan Simac joined the meeting at 4:00 p.m.

From 3:35 to 3:55 p.m., Michael and Kim shared updates:

- Small Business Administration (SBA) Targeted EIDL Advance decision reported that we do not qualified for targeted advance of \$4,000.
- First Round PPP loan \$94,000 – 60% payroll, 40% operational
 - Ends on May 31 for second round of funding
 - Have to show a 25% loss
 - Referencing the third quarter of 2020 vs third quarter 2019
- Health insurance renewed in March, went from \$2,131 to \$2,480 per month
- Ryan Robinson resigned due to time conflicts
- Simple View Payment of \$18,500 for CRM Licensing Fee

Finance Report – Michael Davidson

- Shared the Lodging reports
 - Moving in the right direction
 - Will compare to 2019, not 2020 to gain a more realistic picture
 - Stuart pointed out that we also need to compare 2020 with 2021 for added data and for public understanding related to the budget
 - Occupancy numbers for March 2021 are similar to March 2019
 - Occupancy is up but rates are down
 - Expect April to be exceptional based on industry reporting

- Topeka Impact Volleyball Tournament – already booked 1200 rooms and are looking for more rooms.
- Women in Travel Summit - Scheduled Conference Fan Tour was moved from in-person to virtual
 - 15 travel bloggers attending virtually
 - 13 businesses sent videos
 - Intro from Mayor
 - Downtown Tour – retail and arts and culture
 - Info about vaccine safety
 - Sports tour and Free State Brewery
- Web site and in-person visitors are coming back
- Visitor center is seeing a similar number of visitors as pre-pandemic numbers
- Jamie also mentioned that KU is hosting two commencements in May

After 3:55 p.m.

1. Approval of March Board Minutes

Action: Jamie moved; Peter seconded – approved unanimously

2. Board Resolution

With Michael departing in May, the Explore Lawrence Resolution was changed so that the fiscal agent is moved from the Executive Director to the Board Chair. There's no end date defined but it is likely this will stay in effect until the new Executive Director is on board.

Motion to adopt the new resolution as written

Action: Danny moved; Jamie seconded - Peter, Jamie, Mike, and Danny approved. Motion passed unanimously.

3. 2022 proposed budget

- Heidi, Ivan and Mike met to finalize the development the 2022 budget to be submitted to the City this week
- Michael reviewed from the document in the Board packet:
 - Requesting \$1.2 million
 - Add new staff member for Sales Department
 - Prepared to pay rent on Carnegie Building space
 - \$130K to operate TGT Grant Program
 - Allocate \$20K to support Lawrence signature events
 - \$10K to grow tourism ambassador campaign and youth sports events

Motion to approve 2022 budget

Action: Ivan Moved; Peter Seconded – Peter, Ivan, Jamie, Mike, and Danny approved. Motion passed unanimously.

4. 2021-2023 Strategic Plan

- Jonathan Morris consulting service
- Mike, Peter and Jamie served on the Strategic Plan Committee and reviewed the plan
- Staff also reviewed and contributed to the plan
- Staff took ownership of goals and related plans

- Mike Logan was really pleased with Jonathan’s good work and with the staff and their input. All of this added value. This is a living document and can be reconsidered as we go forward and he looks forward to have opportunities to engage with it.
- Ivan agreed.
- Jamie also liked working with Jonathan and thought the outcome creates a lot of opportunity.
- Peter agreed and appreciates the level of detail laid out in the plan.

Motion to approve strategic plan as presented

Action: Ivan moved; Jamie seconded – Peter, Ivan, Jamie, Mike, and Danny approved. Motion passed unanimously.

Kim left the Zoom call at 4:17 p.m.

Executive Director Search – Michael Davidson

- Application portal closes at 5 p.m. on April 22
- 40+ applications will be reviewed by Sally, Mike and Porter for BMQ
- April 27 and May 3 – full committee review – scoring on matrix
- May 4 or 5 – Doodle Poll to schedule meeting to review
- First round of interviews to be conducted by phone to alleviate bias
- Work to prepare interview process.
 - Closed stakeholder meetings is an option
- Jonathan will work with selection team prior to first interview.

Motion to Adjourn

Action: Danny moved; Ivan seconded – Approved Unanimously

Meeting Ended at 4:29 p.m.

Next meeting May 19, 2021 - 3:30 to 5:00 p.m.