



Governing Board Retreat Meeting Minutes

Wednesday, December 6, 2023

11:00 am–3:30 pm

10th and Mass - LAC

Attendees: Mike Logan, Ivan Simac, Anthea Scouffas, Drew Gaschler, Tina Tourtillott, Porter Arneil, Kathy Gerstner, Kim Anspach (staff) Jonathan Morris (facilitator)

1. Welcome and Introductions

- Executive Director Welcome
- Plans for the Day
- Facilitator introduction

2. Board Members and Ex-Officio Members

- *Why do you serve eXplore Lawrence? What do you do for work?*
- *What do you look forward to in 2024?*
 - i. Mike: Transient and Tourism Economy. Highlighting our hospitality industry as the second largest employer. New energized staff at EL.
 - ii. Ivan: World Peace and Prosperity. Continuing the success. New things on the horizon. Personal and business growth.
 - iii. Kathy: On the cusp of a lot of exciting things and growth. Infrastructure and development. Momentum is with us. On the threshold of an amazing decade
 - iv. Tina: Finishing her MBA. For Lawrence looking forward to what's to come.
 - v. Porter: Changes in Parks and rec and integration of Arts and Culture alignment with City Strategic Plan
 - vi. Anthea: Excited to see where the team goes. The team is energized and excited. Working through challenges and new structures with KU hospitality. New leadership at Haskell. Continuing to work forward with DIB. New energy from young Diverse leaders
 - vii. Kim: Harness the energy and talents of staff and keep our mission focused.

Fully staffed is a huge accomplishment in 2023.

This staff is fully hired by Kim.

EL is in a good place. Budget is looking good. Deploying funds well

Improvements for 2024:

More intentional way to mark strategic plan progress

More intentional acknowledgement of completion

Ensuring we are staying on path and making progress.

Board Meeting Consistency and meeting quorum effectively

3. Strategic Planning

- Progress on the 2022-2027 Strategic Plan implementation
 - *What were the most significant successes or accomplishments in 2023?*
 - Status updates –
 - Discussed Highlights from 2023.
 - Sales: Discussed strategies and deploying sales staff to specific areas and focused on specific Strategic Goals.
 - 1.4 Is our current incentive program meeting our goals? How do we measure that and what improvements should we discuss for 2024? Leveraging our lost business, be sure to add this into our sales strategie.
 - What is the bigger sales picture, and what large scale events can we recruit to Lawrence?
 - Marketing: Discussed progress and strategies
 - 2.3 Who is the bleisure traveler and how can we personalize information with meeting/sales groups to extend the stay?
 - Community Partnerships
 - Discussed EL's role in representing the Lawrence Business Community specifically in regards to 3.1.
 - Organizational Health
 - Discussed the stall on our governance and funding proposal. Porter suggested we work directly with Brandon.
 - Formal check in on Strategic Goal.
 - One time per quarter we will schedule a Board Meeting that focuses specifically on EL strategic Plan. We will pick one or two of our goals to focus on. We will discuss where we need support and where we are exceeding.
 - Quarterly Strategic check in meetings will be in
 - March, June, September and December (retreat)

- Public facing celebration of the board and the progress.
 - We need to be better at telling our story. Take a moment and do this before checking it off and moving onto the next objective.
 - Deploy our “about us” page as a resource for communicating the important work to the public, the City and Elected Official.
- Progress relative to City of Lawrence’s Strategic Plan
 - Alignment, priorities, and challenges
- Work Environment: Visitor Center and Office Space
 - Creation of Sub Committee to explore workspace environments
 - Mike, Drew & Kim
 - Current state, challenges, and future considerations
 - Need to understand the budget for future years
 - What are some ways to mitigate the current work environment?
- Strategic Opportunities
 - FIFA World Cup 2026
 - How do we institutionalize these strategies
 - KU and Gateway Project
 - We are being asked for input.
 - How does the project interact with the rest of the community?
 - Is sales tax and Transient Guest Tax applicable on the site?
 - Our role will be to share what is and get people to come here to experience.
 - What does a successful collaboration look like on this?
 - Board and Organizational Development
 - Other priorities

4. Next Steps

- Implementation Plans and Marking Progress
- Next Board Meeting
 - Board Meeting Last Wednesday of the Month 11-12 for 2024