

**eXplore Lawrence
Board Minutes
February 19, 2020
Carnegie Building Conference Room**

Members Present: Mike Logan, Derek Felch, Charlie Persinger, Ivan Simac, Rachel Black, Sally Zogry*, Porter Arneill*

Introduction: New board member, Ivan Simac, General Manager and co-owner, Country Inn & Suites by Radisson, Lawrence, KS

Members absent: Hugh Carter*, Stuart Boley*
*ex-officio members

Staff: Michael Davidson
Guests: None

Meeting Materials Provided: Board of Directors Packet, Lodging and Airbnb Report, and Annual Report (provided digitally and at meeting)

Meeting began at 3:35 p.m.

- Approve minutes of January 2020 board meeting. Charlie moved; Mike seconded – Approved
- Staff Reports – presented by Michael
 - Lawrence Sports facilities update
 - Lauren has been working with Visit Topeka to inventory all the sports facilities in Lawrence-Douglas County and Topeka.
 - Website
 - Presentation from SimpleView last Thursday with Mike, Derek, Rachel, Michael and Porter
 - EL already uses the SimpleView database.
 - Charlie moved to commission the Simple View web proposal to be paid from current and subsequent marketing budgets. No second.
 - Discussion
 - Mike Logan – Spent almost an hour discussing this at the last meeting. Had five bids from RFQ. Would have liked to see more response from design-build companies. SimpleView is about \$40K to build and \$17K net for annual fees. SimpleView is specifically a DMO web platform service with a team of people available and back-end support services. Currently pay about \$3k per year on updates. Don't have back-end access.

- Rachel – Appreciated the presentation and added information. Rep was personable and knowledgeable. How is the API different from the integrated? Heard and appreciate that this would save Andrea time. Asked how will this impact the taxpayer? More efficient which benefits the community. They are willing to work with EL on budget. Asked for examples of similarly sized comparisons. Andrea emailed examples today. Open to Simpleview if there's a scaled-down version and cost saving.
- Michael – The web site can also tailor itself to interests as determined by visitors. Can work with Simpleview rep on a scaled-down version. Michael has worked with SimpleView at 3 previous CVB offices. Staff feels most comfortable and confident with SimpleView. They have the industry expertise.
- Scaled down is a base of about \$15K plus web site build.
- Mike – Web sites today don't need to cost this much.
- Michael – Fees: Dynamic Content Server, Related Content Server, etc. drops by \$3k to \$1K.
- Sally – Expressed concern that this seems too expensive and possibly more complex than it needs to be.
- Mike – Suggested that EL should put out an RFP for a Design-Build solution to provide an apples to apples comparison. As a marketing agency, this is a big percentage of the marketing budget.
- Michael – Explained how the distributed the RFQ to 10-12 local and national firms.
- Rachel – Is there a need for another marketing position?
- Michael – This is a web site improvement for EL and a 5-year investment. Asked for direction from the board. Cost is the issue.
- Mike – We need the best and most affordable web site we can get. Our stamp is Unmistakable. Need a new site every 3 years. Maybe hire an "architect" to develop a design-bid proposal.
- Rachel – What is the number 2 and 3 proposal from Andrea?
- Mike – Have Andrea highlight the primary attributes of SimpleView.
- Michael – Integrations, expertise from the company. If there's a dollar amount that's comfortable, we can approach them and see if they can provide their service for that cost.
- Two apparent options:
 - a. Redistribute new RFP
 - b. Provide SimpleView a set budget and see if they can develop a proposal
- Michael asked if they can seek three funding level proposals from SimpleView.

- Board directed Michael to ask Simpleview to tier their bid from “Rolls Royce to Prius.”
- Finance Report – Mike Logan
 - Audit is in. Michael said it came back clean. Not as comprehensive as in past. Been sent to the City by the deadline on the 15th.
 - Spent down the reserve.
 - Mike spoke with the CPA last Friday. Will deliver EL financials by the 7th of each month. Mike and Michael have a set meeting to review each month. CPA information flows through Michael.
 - Year to date vs. budget will appear differently with various large purchases, etc.
- Department Core Functions – Mike Logan
 - In preparation for retreat, wanted to start tracking core function information. Geared mostly for the retreat. Either produce a document or provide staff presentations.
 - March 30 is budget due date for city. Want to schedule retreat in March; maybe March 18 board meeting to half day retreat.
 - Meeting on February 27 with City Manager to discuss agreement and make appropriate adjustments on 2016 agreement.
- Retreat
 - Michael suggested a March 18 half-day facilitated retreat. Location TBD.
 - Reserve Policy – Can be a retreat item
 - Updating 2016 Agreement – mentioned above along with upcoming City Manager meeting.
- Executive Director report
 - Mother Earth News – Experiential event at Fairgrounds in November. Unfortunately overlaps with KU game. Looking forward to 2021 schedule.
 - TGT Report – 88.2% from Hotel Rooms and 11.8 % from short term rentals.
 - Meeting Max – Three events using Meeting Max services.
 - New Board Members
 - Ambassador training generated 12 new ambassadors.
 - TGT Grant Recipients meeting. Good turn out and positive.
 - City Commission on Short Term Rentals. Directed staff to revisit ordinance with attention to non-owner-occupied rentals.
 - Annual report delivered today.
 - January Lodging and Airbnb Report
 - Strategic Plan facilitated meeting. Michael and Porter to set a date and invite board members and other stakeholders.

Mike moved, Ivan seconded to adjourn the meeting.

Adjourned meeting at 5:00 p.m.

Next meeting March 18 from 9am – 2pm