

**eXplore Lawrence
Board Minutes
April 20, 2020
Zoom meeting – 4 p.m.**

Members Present: Mike Logan, Derek Felch, Charlie Persinger, Ivan Simac, Rachel Black, Danny Caine, Mallory Gilliland, Hugh Carter* (joined at 4:22), Sally Zogry*, Stuart Boley*, Porter Arneill*

Members absent: None
*ex-officio members

Staff: Michael Davidson, Kimberlee Anspach (Zoom facilitator. She left the meeting shortly after it started.)

Guests: Julie Steward, Caleb Deines (Left the meeting when executive session started)

Meeting Materials Provided: Board of Directors Packet, highlights from the past few weeks – Michael Davidson via email – see below*

Meeting began at 4:00 p.m.

Note: The March 18 meeting was cancelled due to coronavirus.

Michael

- Ground rules: Meeting is being recorded. State your name each time you speak

- Introduce new board members:
 - Ivan Simac, Country Inn & Suites
 - Danny Caine, Raven Bookstore
 - Mallory Gilliland, KU Facilities and Events

- General Highlights
 - With coronavirus, moved from external marketing to internal marketing
 - Event calendar is focusing on virtual events
 - COVID-19 resource page – Local and DMO-related information
 - Marketing initiatives – Unmistakably Us blog, positive stories
 - iHeart Local Music – Lawrence Playlist with Fally Afanai
 - Zoom virtual backgrounds, coloring book
 - Community Zoom meetings – with Chamber
 - Twice monthly Lawrence Roundtable Zoom meetings
 - Providing Zoom support/meetings
 - Part of the #RiseLawrence effort

- Zoom meeting this morning with Finance/City staff.
 - First quarter is down about 16% from last year but 5% overall
 - Will make second quarter request of \$240,000
 - Working to trim the budget
 - Suppliers – suspend services where possible
 - Approximately \$50K per month, reductions will equate to about \$10K
 - Expect \$6000 from Freedom’s Frontier as part of annual agreement

Rachel – Asked about expense for SEM for \$400 per month – for search pay-per-click ads/promotion. Also asked about rent, can we negotiate with landlord?

Michael – SEM is reduced from \$800 for web site marketing which is needed – only marketing now. Haven’t had a conversation with landlord at this point. Asked if Sally had any insight.

Sally – haven’t heard of people reducing rents. Heard that some are offering deferments, discounts, etc. but tenants will need to make it up.

Danny – His landlord is charging based on percentage of last year’s sales.

Rachel – Americana went to 50% for rent.

Action: Mike Logan moved, and Derek Felch seconded to go into Executive Session for 30 minutes to discuss personnel matters relating to non-elected personnel.

All in favor by roll call:

Ayes: Charlie, Rachel, Mike, Danny, Mallory, Ivan, Mallory, Derek

Nays: None

Executive session started at 4:30 p.m.

Action: Mike Logan moved, and Charlie Persinger seconded to extend Executive Session for 10 minutes.

All in favor by roll call:

Ayes: Charlie, Rachel, Mike, Danny, Mallory, Mallory, Ivan, Derek

Nays: none

Michael informed the guest that the Executive Session was extended.

Adjourned from Executive Session 5:08 p.m.

No other discussion.

Move to adjourn, Charlie Persinger, seconded by Rachel Black. Unanimous.

Adjourned at 5:09 p.m.

Next meeting May 20.