

+eXplore Lawrence

Board Minutes

June 17, 2020

In person / Zoom meeting – 3:30 p.m.

Members Present: Mike Logan, Derek Felch, Charlie Persinger, Rachel Black, Mallory Gilliland, Huge Carter*, Sally Zogry*, Stuart Boley*, Porter Arneill*

Members absent: Ivan Simac (out of town for family situation), Danny Caine

*ex-officio members

Staff: Michael Davidson, Kimberlee Anspach

Guests: None

Meeting Materials Provided: June Board Report

Meeting began at 3:35 p.m.

Mike moved; Mallory seconded to approve minutes of May meeting. Approved.

Finance Report – Mike Logan

- Reviewed profit and loss, \$33 profit in May 2020.
- TGT report came in June.
- Recommend not doing visitor guide in 2021.
- Beginning in May, no longer doing the 401K match. Will show as a budget adjustment in July.
- Trade show reimbursements, around \$1,500 are coming.

Staff reports – Michael

Lawrence Promise launched June 8 – promise to follow health and safety guidelines with awareness of the pent-up desire and fear of travel

- Over 100 and 80 individuals have signed up to date
- Michel offered thanks to everyone for participating and assisting
- First in state to do this and now sharing how with others

Travel Together marketing program with Topeka. Last weekend of July visit Topeka then first week of August invites to people in Shawnee County.

- 11-12 partners. No formal marketing but press release and social media campaign

Discussion

- Mike mentioned the Gould Evans/DLI downtown plan effort that passed last night at the CC meeting and engaging artists, opportunity to collaborate and help DLI with marketing.

- Sally provided more information. Basics – “Business as Unusual” Mass remains open to two-way traffic. Move from angled to parallel parking. Businesses can expand out including bars and restaurants. Effort to rebrand downtown to bolster economic recovery efforts.
- New streetscape anticipated by July 3.
- Final and perhaps every Fridays.
- Collaborations with Arts Center and Busker Fest.
- Promote a range of engagement opportunities.

SBA – EIDL Loan - Derek Felch and Mike Logan

- Emergency Disaster Loan up to \$150,000 – 30 year fixed interest at 2.75%
- Have received 50% of 2020 approved budget and asked for \$996,000 for 2021.
- Need to market Lawrence as we all come out of pandemic.
- Michael - Because the loan is relatively small, there’s no personal guarantee required. Minimal exposure for organizations. Estimate about \$8,000 per year over 30 years to pay back. We have 40 days to decide.

Discussion/Questions

- Any issue with a city-affiliated board to take on debt? Michael spoke with Jeremy and Craig and the city is encouraging agencies to seek funding as they determine necessary.
- Stuart – July 14 is the City Manager’s recommended budget presentation.
- Rachel – When you say exposure to board is low, what if EL can’t make a payment? Annual line item that’s the responsibility of the organization. Can pay it off sooner than later.
 - Don’t need funds now but these can be “safety net” funds.
- Michael – there may be State or triple P grant funds but so far not applicable for 501 c 6s.
- Hugh – Expressed concern at last meeting but upon review of this, they don’t accrue interest in the first year. This can help the city during these challenging times. Recommend take it now and hold it as a safety fund.
- Stuart – Context from city as he sees it, CC has asked the CM to limit GF allocations to 15%. This will cut into the desired 25% contingency in the GF and create challenges for at least the next 18 months.
- Charlie and Mallory – Favorable to take and hold money and spend only through board vote.
- Derek – Will this possibly effect the CC in their budget decisions?
- Stuart – Important that the board make any decision to use funds.
- Porter – Explained that EL and city agreement allows for the CC to reduce budgeted funds to EL if TGT funds are lower than anticipated.
- Sally – Expressed the shared with frustration with EL of being in a situation nothing is really available for 501 c 6 agencies which leads to considering taking on debt.
- Stuart – Concern about using debt for operational funds. Mange loan money very carefully.
- Mike – Asked about Federal and State funds coming to County. Don’t yet know how those federal and state funds will be allocated.

Charlie moved to proceed with loan agreement for \$150K to be placed in a special fund and only used by vote of board of directors. Mike Logan, Charlie Persinger and Mallory Gilliland voted favorably, Rachel Black and Dereck Felch opposed.

Executive Director Report

- Visitors Center - open next week with limited hours: F, S, and S 10 to 2. Selling masks, extra cleaning/sanitizing.
- Economic Impacts Committee Meeting – Sally and Michael are serving with others and the City and County on a committee – Steve Kelly and Diane Stoddard are leading.
- EL working with city parking enforcement staff and Sally to talk about training parking staff as downtown ambassadors.
- Community resource – Theatre Lawrence is being extra creative with movie nights and an outdoor stage. They are open to renting the stage to others for outdoor performances. Open to ideas with reasonable rent (not a money-maker).

Charlie moved Mike seconded to adjourn the meeting – approved.

Adjourned meeting at 4:20 p.m.

Next meeting July 15 - 3:30 to 5:00 p.m.