

DESTINATION MANAGEMENT BOARD OF DIRECTORS MEETING
MINUTES
05.20.10

Attendance: Judge Deanell Reece Tacha, Chair, Freedom's Frontier National Heritage Area (FFNHA); David Corliss, City Manager; Mike Gaughan, County Commissioner; Joan Golden, Lawrence Chamber of Commerce, Mike Dever, City Commissioner; David Dunfield, FFNHA Board member; Craig Weinaug, County Administrator, Judy Billings, President & CEO and Casey Toomay, City Budget Manager. Absent: Jerry Cooley, City Attorney; CVB Advisory Board representative not yet appointed.

The meeting of DMI was called to order by Judge Deanell Reece Tacha, Chair. Minutes of the previous regular meeting were approved on a motion by Dever with a second by Golden.

Billings reported that the guest tax income to DMI has not yet been posted but will be done in the May financials for the first quarter. Bed tax collection information and a draft transmittal letter requesting budget from the City was discussed. A discrepancy in numbers was determined to be a calendar calculation by Billings verses a quarterly calculation by the city. Billings will adjust the letter to clarify the numbers and comparisons to 2009 figures.

In addition to the level budget request of \$165,000 for county historical societies, a supplemental request in the amount of \$92,600 will be made to the county commission. This includes \$75,000 to allow the Douglas County Historical Society to hire a museum professional as executive director. It also includes additional funding for other county historical societies to move projects forward that will make them stronger partners in Freedom's Frontier National Heritage Area. This supplemental is intended to be a permanent request rather than a one-time request. Both budgets will be determined in July with final votes of approval in August.

Billings reported that the newly reorganized Board of Directors for the Douglas County Historical Society has had active committees in the past four months and has made major decisions. A transition committee, collections committee and branding committee have made plans to implement decisions made at the January retreat. The supplemental request to the county reflects the proposed budget to move the Society forward with staff needs. Board members have committed a collective \$30,000 toward the effort themselves. They are now beginning to raise additional dollars to match the county request with plans to create a new permanent exhibit at the museum.

Corliss and Dunfield reported on progress with the renovation of the Carnegie building. Corliss said that a \$23,000 change order would be on the City Commission agenda next Tuesday. Progress is steady with interior work being done. Billings is working with Scott Rice Office Works to determine configuration of existing furniture in the new space. Corliss and Billings will meet with Jim Wisdom, City Director of Information Systems, to begin work on internet and phone connections.

Six proposals were received as a result of the RFP for exhibit in the assembly room of the Carnegie Building. A committee consisting of Deanell Tacha, Virgin Dean with KSHS; Jonathan Earle, KU Professor of History; Julie Mulvihill, Executive Director of Kansas Humanities Council; Marjorie Swann, Director of KU Museum Studies Program and Billings reviewed the proposals and narrowed the field to six who will be interviewed on Wednesday, June 2. Deanell reported that Swann organized a trip by staff in the Museum Studies Program and two of Deanell's law clerks to visit one exhibit planned and executed by each of the three proposals selected for interview. It is convenient that all three of these exhibits are in

the Kansas City area. A written report of this visit is forthcoming and will be used in the interview process. Corliss indicated that \$50,000 annually of the projected income from the increase in bed tax on January 1, 2010 is earmarked for the exhibit project. Corliss stated that the tax is not yet producing the projected income. Tacha indicated that DMI would need to explore additional sources of funding to be sure the project is of the highest quality. The goal is to have the exhibit installed during the first quarter of 2011 in time for the commemoration of statehood and the beginning of the Civil War. Golden asked whether local events would be coordinated with a common logo. After some discussion, it was determined that the Kansas State Historical Society has developed a logo and common calendar for events throughout the state to use and that there is no need to develop our own. We will coordinate through the state as well as Freedom's Frontier.

Tacha reported that the FFNHA Management Plan is still on a desk in Washington awaiting final approval by the national NHA office and final signature by Secretary Salazar. There is every indication that it will be approved, but with the change in administration it has taken longer than expected. In the meantime, projects recommended in the Plan are moving forward.

Billings reported a few activities with the CVB staff. Most notably, is the Tour of Lawrence, a cycling competition that the CVB organized for the first time in 2009. Improvements in the event are under way and an increase in competitors is expected. This is intended to become an annual event owned and organized by the CVB. A bid for the 2012 Shrine Bowl was unsuccessful due to requirements by KU Athletics that the Shrine organization could not comply with. A bid for the 2014 National Special Olympics Games is being organized to be presented by the end of July with a decision to be made by the end of the year. Advertising sales for the new Visitor Guide has begun with production anticipated by the middle of August. Contacts with meeting planners to bring conference/meeting business to Lawrence continues.

The August 3 scheduled meeting is on election day so will be changed to a later date. The December 6 date will remain. We hope to be able to meet in the new DMI offices in the Carnegie Building!

Meeting adjourned.