

DESTINATION MANAGEMENT BOARD OF DIRECTORS CONFERENCE CALL
MINUTES
06.08.10

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 Megan Gilliland, Communications Manager for the City of Lawrence. Absent: Jerry Cooley, City Attorney; CVB Advisory Board representative not yet appointed.

The conference call meeting of DMI was called to order by Judge Deanell Reece Tacha, Chair. The main item on the agenda was to receive a recommendation from the focus group charged with reviewing proposals for an exhibit for the Carnegie building.

Tacha first recognized and thanked Dave Corliss, Megan Gilliland and the City of Lawrence for recognizing the importance of this project.

Six proposals were received, three designers were interviewed by the focus group consisting of Tacha, Joan Golden, DMI; Jonathan Earle, KU Professor of History; Virgil Dean, Editor for Kansas State Historical Society publications; Tim Van Leer, member of the CVB Advisory Board and Executive Director of the Lied Center for the Performing Arts; and Megan Gilliland representing the City Manager. In the process, Marjorie Swann, Director of the KU Museum Studies program had arranged for two of her graduate students and two of Tacha's law clerks to visit an exhibit developed by each of the three interviewees which provided very good "on the ground" information for the group.

Tacha reported the unanimous recommendation of Eisterhold & Associates by the focus group. Billings added that the design firm has been working on national projects including the National Civil rights Center & Museum, The Rosa Parks Library and Museum, The Harry S. Truman Presidential Library and Museum, Federal Reserve Banks Museum and Visitor Centers and the Greensboro Historical Museum among many others. Tacha reported that the focus group thought that any one of the three interviewed could have adequately done the job; however, Eisterhold & Associates appear to be big thinkers and clearly understand the scope of what we're trying to accomplish.

It is the view of the entire group that this exhibit needs to generate excitement and meet high expectations that the Lawrence community always has. It should be centered on Lawrence and Douglas County since funding is local but it should also be a focus for Freedom's Frontier National Heritage Area. We will expect the exhibit to be ready for inaugural events surrounding the commemoration of the beginning of the Civil War in April 2011.

Tacha addressed funding by referring to the City's increase in the bed tax by 1% in January 2010. The prediction is that it will generate a minimum of \$100,000 to be split between paying for some of the renovation of the Carnegie building over the next 10 years and funding this exhibit. Corliss recommends that the contract be presented by DMI to the City Commission for approval.

Dunfield expressed his concern that Eisterhold estimates Phase I of the project to be \$90,240. Tacha suggests that we negotiate the cost to \$50,000 for this visioning stage. She proposed that DMI borrow against the future bed tax collections to get the project done by April 2011. Golden suggested that

Eisterhold might be interested negotiating the fee by viewing this project as a way to leverage future business in the area. Tacha stated that the idea is to create this exhibit as a template for FFNHA partners to use.

Mike Dever, City Commissioner, asked Corliss to elaborate on the financing in terms of encumbering the funds for future commissions. Corliss responded by saying that borrowing from the bed tax reserve fund to be paid back from future collections is within the statutory limitations and charter ordinance. Further, if we waited until we had enough of the funds in hand to move this project forward, it would be four years before completion and we would lose the opportunity immediately before us. Mike Gaughan, County Commissioner, stated that he felt this method is a completely appropriate way to expend the funds. Gaughan suggested that we negotiate the entire cost of the project up front with Eisterhold.

Golden moved with a second by Dever to immediately begin negotiations with Eisterhold & Associates to determine the total cost of the project and to complete it by April 2011. Golden added that, as a member of the focus group conducting the interviews, she believes Eisterhold can deliver a unique exhibit that will stand apart from the ordinary. Motion passed unanimously.

In other business, Billings reported that she has been asked whether her board would be taking a position regarding the proposals to break up the Big XII Conference. Weinaug expressed strongly that this is not an issue for DMI even though board members recognize that it would affect the Lawrence visitor industry. All agreed that this is an issue for the CVB Advisory Board and/or the Lawrence Chamber of Commerce should address.

Billings and Tacha will set up a meeting as soon as possible to begin negotiations on a contract with Eisterhold & Associates.

Meeting adjourned.