

and that's the deal. Okay? Matthew, did you actually make a motion?

Commissioner Herbert: I'd love to make it now.

Mayor Amyx: Make sure that we include the language change that the Lawrence Cultural Arts Commission is going to consider language change in there, as it talks about the new and improved infrastructure of East 9th Street, okay? I don't mind the-

Commissioner Herbert: I'm going to have somebody else make that motion then.

Mayor Amyx: No.

Commissioner Herbert: The motion as I presented it would be to have the Arts Center produce a grant as strongly worded as humanly possible, so that it can succeed. If we wish to alter that, I don't wish to be the one to make that motion.

Vice Mayor Soden: I can move to make that motion.

Mayor Amyx: Matt, even though that our Cultural Arts Commission came forward and said that they've already flagged that?

Commissioner Herbert: No, I understand that, I just want it on the record that I wish for them to succeed, and they have a person on staff who's a professional grant writer, and it's not my place to get in a semantic debate with someone who does that for a living and does that for the purpose of making the Arts Center succeed, so I don't wish to get into that debate.

Mayor Amyx: Thank you.

Moved by Commissioner Soden, seconded by Commissioner Boley, approve recommendation from the Lawrence Cultural Arts Commission that the City of Lawrence partner with the Lawrence Arts Center in its application for the National Endowment for the Arts, Our Town Grant with the language changes suggested by the City Commission. Motion carried unanimously.

Recessed at 7:26

Reconvened at 7:32

3. **Consider the following items related to the Lawrence Convention & Visitors' Bureau:**

- a) **Consider adopting Resolution No. 7142 (added 09/11/15), creating a governing board for eXplore Lawrence (operating the Convention & Visitors' Bureau) and replacing the current Convention & Visitors' Bureau Advisory Board; consider authorizing the Mayor to execute an agreement**

with eXplore Lawrence to operate the Convention & Visitors' Bureau, and consider approving the bylaws for eXplore Lawrence.

- b) **Consider guest tax allocations up to \$215,221 to support bids from eXplore Lawrence/Lawrence Sports Corporation to support three (3) regional/national sporting events, contingent upon Lawrence winning the bids to host the events.**

Megan Gilliland, Communications Manager, presented the staff report.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

Good evening. Thank you, Megan. Before I get started in the TGT request, there's been some focus or attention on the Downtown Shot Put and I would be remiss if I didn't recognize Donnelly. He and I have started it years ago, and in the last two years, KU Athletics is still involved, we just changed our roles, you might say. Without KU's Athletics' support, the downtown Shot Put couldn't continue. It's a perfect example of eXplore Lawrence relying on partners, be it Parks and Rec or Public Works or private individuals, to make Lawrence unmistakably. Having said that, I'm in front of you because I truly believe we have three tremendous events, two that are committed that are coming to Lawrence, and that's because of the hard work of Kansas Athletics. The third is the USA Track and Field Junior Olympics. It's an event that you might say we've been courting since maybe 2011. We had the site selection committee in that year. I think we were in a strong position to be awarded the event, but once we took them down to Memorial Stadium, you might say we were DQ'd. Why were we DQ'd? The track at Memorial Stadium was a 440-yard track and had to be resurfaced and remarked as a 400 meter. Technicality, I didn't agree with it, but they're the ones that make that decision. Now, as Commissioner Soden commented, we have a great facility out West called Rock Chalk Park. Besides the City or Sports Pavilion, the track venue could be ... There's Eugene, so I don't want to get into Eugene, Oregon, but Rock Chalk Park is second to none, is tremendous. It's exactly what we need to push ahead and bring the 2017 event to Lawrence. Lawrence would be the host city, but it would truly be a Northeast Kansas event, just due to the size of this event. We're projecting about 9,500 athletes, you throw in parents and other family members, we're probably hitting about 33,000 people that would be coming in for ... The event itself is seven days, Monday through Sunday. The schedule of the event starts Monday morning, 8:00 am until Sunday at 4:00, last minute of the day is 4:00pm, so we'll imagine we'll experience some Sunday through that following Monday, so you might say it's an eight, nine to eight situation. In my world, it's a dream come true. What's nice about all three events is that there's a history behind each one. We could document what other host cities have experienced economically. The two KU events, I've gone to the degree that I've called all the Lawrence hotels so that that room information

you see for the two KU events, those are firm commitments. I'll stand up with those numbers. I will argue them and defend them as long as you want me to. The JOs, again, it was in Jacksonville this past summer, I traveled down there, experienced it firsthand, talked to the organizers. Again, I think it's perfect for Lawrence. It's a summer event. Hotels are always telling us as eXplore Lawrence, "Where's our Sunday through Thursday business?" Here it is in spades, okay? The TGT request itself, I think that the request speaks for itself. I think we've justified the numbers. I will go on to explain further on the JOs. The bid is due October 5th, we'll know by December 5th of this year whether or not we're successful. If, for some strange reason, we don't make it past December 5th, the majority of that fund request, actually, it disappears. It's contingent upon. There are a few questions that I have received since submitting the request. I want to clarify a couple points. One was parking, if we're hosting JOs, will we charge for parking, or anybody charge for parking? The answer is no. Another question that was asked of me was, "Who controls the concessions?" Concessions stay at Rock Chalk Park. They're controlled by Rock Chalk Park. Currently, Doug Holiday at Biggs has the concession rights to the park. We would work with Doug to make sure that the food offerings are consistent with this group. We'll try to tweak it a little bit. Again, I could spend hours. I'm pretty excited about this. I'm very passionate in what I do. I'll just shut it down and just answer any question that you have of me and see if we can ... You want me to talk about the rooms?

Megan Gilliland:
Communications Manager
Mayor Amyx:

No. Do you have questions specifically about the three events for us?

Just real quick, Bob, it doesn't stop us from asking for sponsorships. Obviously, we're not going to house, if we're fortunate enough to get this event ... We're going to have folks in other communities that are going to have hotel rooms. It doesn't stop us from asking them for sponsorships to help-

Bob Sanner:
Sports & Events Director
eXplore Lawrence

No, no, it doesn't, no.

Mayor Amyx:

It brings extra dollars here.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

No. Actually, we make it a strong case why they should participate. I've met with Visit Topeka, the Topeka Lodging Association. Ryan Ficken and I, we've gone into Kansas City to meet with the Kansas City, Kansas CVB. Overland Park has come in too, to visit with us. We've talked to Shawnee, we've talked to Marion. They have bought into the notion that it's a Northeast Kansas venture. Not only are most community's perfect sponsors, the event itself will give us sponsorship

opportunities, those companies within the track and field industry. I will say that there are a handful of corporate sponsors that are with USTF, for example, BMW, Hershey's Chocolate, and Nike. By contract or agreement, I couldn't go to Adidas and say, "You want to kick Nike out?" Couldn't happen. Those are terms of agreement that we sign off on when we enter into a new contract with USA Track and Field.

Mayor Amyx:

I guess I look at it as regional hotels and other businesses that are obviously going to share in the direct spending, the \$11,000,000.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

That's where I'm projecting for Lawrence, the event itself. Other communities, you have a report of between 17 and 21 million total. I'm trying to be conservative and share what I think Lawrence ... slice of the pie.

Mayor Amyx:

I think their potential just got greater for wanting to help sponsor.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

Yeah, absolutely. Yeah, like I said, I think it's a golden opportunity. It elevates Lawrence. Back to the Downtown Shot Put, that's a resume builder for the community. It may not pay for itself, it may not generate the hotel rooms that we'd like it to, but what it does, it proves to not only sporting events or sanctioning bodies, but Ryan's out telling his story, and if a corporation or association is saying, "Well, if we come to Lawrence, what level of commitment will you provide?" Only thing Ryan has to do is show that 60-second video of Downtown Shot Put, where 750 tons of crushed limestone is moved in, in one day. This is what the City's willing to do for a 50 minute event. Can you imagine what we'll do for a seven-day, nine-day event? I don't know what else needs to be said. Again, I'm get carried away, I'm passionate, and so I'll back and answer your questions.

Megan Gilliland:
Communications Manager

I do want to mention that, this is in your memo, but for these three events ... The November cross country meet will be held at Rim Rock Farm, which is just outside of the City of Lawrence. We are estimating about 500 room nights. We've given you, for each of these events, the direct estimated spending, which as I showed you earlier, is everything from that retail to lodging to what they're going to spend eating in town. We're estimating about \$85,000. The sponsorship from eXplore Lawrence would be \$8,300. The May event, again, in 2016, is 3,300 room nights, 2,200 athletes, this is a D1 event. What did somebody tell me, this is everybody west of the Mississippi, the D1 schools in CAA? Yes? Okay. Coach Stanley Redwine is also here tonight. Doug Bates and Debbie Van Saun with KU Athletics have also shown up tonight to support this. With a transient guest request of \$56,000. Then the Junior Olympics,

the 2017 bid that we want to make in October, \$11,000,000 estimated direct impact or direct spending here for Lawrence alone, and as Bob said, up to 24,000,000 for Northeast Kansas, with a request at 150. We did space that out, so between 2015, so that we can prepare the bid, go to Houston, present the bid, and then split in 2015 and 2016 for the rest of the request. We will know on December 5th. Those are the three requests. This may be a moot point at this point, but when I was putting together this presentation, there was a lot of question and confusion, I think, amongst my CVB Advisory Board members and the Commissioners and the general public about the difference between the \$150,000 grant request and eXplore Lawrence. You approved \$150,000. We planned as a staff on coming back to you in the fall, shortly, with some sort of guidelines for that, and we will do that, but this is separate from the grant, or from the grant request. We'll stand for questions.

Vice Mayor Soden: I was curious, is the 215,000; that must be for all three together, right?

Bob Sanner:
Sports & Events Director
eXplore Lawrence

That's correct.

Vice Mayor Soden: Is that coming from the guest tax reserve fund?

Bob Sanner: It is.

Sports & Events Director
eXplore Lawrence

Vice Mayor Soden: Then I had two other questions that had to do with shuttle buses. Are we going to have shuttle buses going from Rock Chalk Park to downtown during the events, back and forth?

Bob Sanner: Are you talking about all three or just one?
Sports & Events Director
eXplore Lawrence

Vice Mayor Soden: Hopefully all three, but I don't know the details about all three.

Bob Sanner: I think that's something that we would probably want to sit down and talk with Mass Transit to see what we could do. In addressing the JOs, part of the bid is including a transportation plan, so when the athletes are in Lawrence, getting them to and from, are there opportunities, are we going to provide, let's say, public transportation from the hotel, so that's part of the budget, that's part of the bid process. That's, again, a conversation I would have to have with Bob Nugent.

Vice Mayor Soden: Right, especially if people are staying in Topeka or any other outlying cities, getting them to Rock Chalk Park as well, something to think about.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

Again, on the D1 level, most teams will be traveling either by charter bus or van, so they're very astute at getting their athletes from point A to point B. It's pretty much the same for JOs. On the Junior Olympics, a large number of the participants are part of a club, a track club, so they travel in mass or an unattached athlete would come in with mom and dad, maybe brother and sister. They're well-traveled, they're used to finding their way, getting to the host city and getting around town once they're in town.

Vice Mayor Soden:

Yeah, because I'm thinking of, that parking lot isn't quite that big, and maybe partnering with KU parking lots and other areas of the cities as well.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

Yes, we'll have to come up with an overflow situation. Again, that's part of the planning process, and while working on the bid, I have to provide a site map, if you will, of the venue, where parking's going to be. We have to address all that. We have to demonstrate that we know what we're doing, just to secure the bid, not only about the venue, that we have adequate housing and the third component is, what do we do while we're here, because if athletes are here and parents are here for a week, they're not spending the entire time at Rock Chalk Park, so we will have to create some special events, some itineraries for activities when they're not competing.

Vice Mayor Soden:
Bob Sanner:
Sports & Events Director
eXplore Lawrence

Yeah, getting them downtown.
I don't think that'll be too hard.

Mayor Amyx:

Do you guys have any questions?

Commissioner Boley:

I have a question for Megan. We talked about this a little bit earlier, that eXplore Lawrence will have a certified audit, right?

Megan Gilliland:
Communications Manager

Yes, I believe so. We will, like I said, if tonight you approve the governing board, I have several steps I need to work through, first of which is I need to start working on some sort of articles of incorporation for the new eXplore Lawrence 501, and then I need to work on the, "divorce papers", between DMI and the CVB, and we'll be working with Stevens and Brand to do that. If the City requires an audit or if our finance director requires us to do so because of the money that is received, then we will gladly do that. DMI provides financials to the City now, in forms of a balance sheet and profit and loss and budgets. I think that the agreement that we've laid out gives the City much greater accountability and oversight of the organization. I don't believe the organization is doing anything now that is questionable. That transparency is important.

Commissioner Boley:	I'm just looking forward, yeah. The other question I have is, would this new organization be a component unit of the City government and included in our CAFR
Megan Gilliland: Communications Manager	That would be a Bryan question.
Bryan Kidney: Finance Director	Yeah, I did a review of that and there's a real long checklist to do that. I did preliminary and it does appear that, all likelihood, it would be considered a component unit. That just basically means that we would need their financials in order for us to complete our financials. Whether or not they're a discreetly or a blended unit, I haven't gone that far into it.
Commissioner Boley:	Thank you for looking at it.
Vice Mayor Soden:	eXplore Lawrence, that's going to be, you're going to have open meetings for that, in the subcommittees as well, because I'm thinking of the grant application process specifically. Will those be open meetings?
Megan Gilliland: Communications Manager	For the \$150,000 of the City?
Vice Mayor Soden:	Yeah, right.
Megan Gilliland: Communications Manager	Absolutely, we have to follow all City policies for Open Meetings Act. The way that I envision it, obviously it's not written on paper yet, is that we'll have some sort of a call for applications, for people that are interested in applying. We'll have some sort of criteria, and then some group makeup that has yet to be determined.
Diane Stoddard: Interim City Manager	Vice Mayor, those will be determined by the City Commission, hopefully.
Vice Mayor Soden:	They come back to us for final approval.
Diane Stoddard: Interim City Manager	Yes.
Megan Gilliland: Communications Manager	We're talked about a dual year, a biannual process-
Vice Mayor Soden:	Twice a year, yeah.
Megan Gilliland: Communications Manager	... because that way if you have an event that doesn't happen until October, now, again, as Ms. Tate pointed out, if you're an event planner, you're planning a year in advance, so once we get the initial program set up here in the fall, and hopefully it

won't be so questionable as we move forward in 2017, but hopefully events that have their dates in January to June can receive their funding in the previous year, or allocated January 1. That way, if you haven't started planning an event or you have a new event or a new idea or something like that that doesn't happen until December, you can get into that second process at the latter six months.

Vice Mayor Soden:

Good. Thank you.

Mayor Amyx:

Megan, do you envision the \$150,000 in that program, one, is that something that is going to be recommended back to the City Commission for final approval? Because I think it obviously should. Was there any talk about a board being set up, a Mayor-appointed board that would make recommendation back to this group? That's one. Then two, I don't know any other way to ask, but a mission statement, and does this money ... because it came from transient guest tax, right?

Megan Gilliland:
Communications Manager

Well, yes.

Mayor Amyx:

Correct, that's where it came from so does it have to follow the charter ordinance guidelines on how it's going to be spent? If we set up a mission statement that basically reflects what you had on the overhead here that talks about that statement on how this can be spent, and we set up a grading board or a board that makes recommendation back to us, that pretty much lays it out, right?

Megan Gilliland:
Communications Manager

I believe so. As of anything I do in the communications realm, I hope I lay it out clearly enough.

Mayor Amyx:

Very much so.

Megan Gilliland:
Communications Manager

This grant program, I have to admit, I've talked about it since March with my advisory board, and it's come through all those different renditions up to this point.

Mayor Amyx:

I'm just adding one more, so there you go.

Megan Gilliland:
Communications Manager

My hope is that that board is a cross-section of the community and makes good recommendations to you, just like your social service advisory board does. We would just do it at different times and know our budget allocation ahead of time. I would gladly oversee that process for the City Manager's Office, but I know that there are others, including Porter Arneill and Diane Stoddard and others on staff that should have comment on that as well.

Mayor Amyx:

We'll all have comment about that, okay?

Vice Mayor Soden:	I got another question.
Mike Amyx:	Well, wait a minute. I just want it clear for the public, on the application for the events that we're talking about applying for, that that money is coming from transient guest tax funds, and that money was created in this community by someone who come to visit here, right?
Megan Gilliland: Communications Manager	Yes.
Mayor Amyx:	And so that there's no ad valorem property tax that's being asked to be spent on this. This is money that was created by an out-of-town guest or somebody who stayed in one of our hotels.
Megan Gilliland: Communications Manager	Absolutely. The way that you generate transient guest tax in Lawrence is we collect a 6% tax on any hotel room that is booked in Lawrence, our hotel properties send their tax collected to the State, and then the State retains I believe 1%, if I'm remembering correctly. Bryan, is that right?
Bryan Kidney: Finance Director	I don't know.
Megan Gilliland: Communications Manager	I believe they retain 1% in this. I'm not sure, but I guess I should check that one. The State sends it back to us. We can see our transient guest tax collections online by quarter, I looked at them yesterday. Then the City has that to do with it, you allocate in the budget X amount of money for the CVB and other entities, as we've talked about tonight, and then we follow through with a process.
Mayor Amyx:	The reason that I bring it up is that I had people call me today or made comment. I just want to assure people that the transient guest tax is money that was created or spent in Lawrence, Kansas by somebody who came to visit or had an overnight stay in a hotel.
Megan Gilliland: Communications Manager	Yes, that's correct.
Mayor Amyx:	That's where the money's coming from.
Megan Gilliland: Communications Manager	I also think that that's a good point that I might've failed to mention. When we were putting together this board or the thoughts on this board, we have a symbiotic relationship with our hotel properties. They are crucial to us, as we are crucial to them. We really want to work hard to make sure that they understand how hard we're working for them. We want to book as many rooms here. 27,000 corporate room nights is an

amazing feat for our sales department. Bob's events that's he's presented you tonight, with 9,500 hotel rooms and things like that, that is a direct correlation in success for our hotels. We want to do everything that we can for our hotels, they're important to us. That's why I believe the director of sales meetings are incredibly important, to have those frank conversations about what do we hear from our customers and how can we get better. I hope that they understand that.

Mayor Amyx:

I appreciate you bringing that up. One of the things that I know on behalf of the Commission that I want to share with our folks in the hotel industry that we appreciate the work that they do. They provide the transient guest tax through the collection from the customers that they have, to be able to provide a number of the things that we have in Lawrence, Kansas. We want them to know how much we appreciate the job that they do and the hospitality that they really provide the visitors that come here, because they're our point of contact, they're the ones that are doing the job, and we can't thank them enough for that. If I'm fortunate enough to be able to sell. If I sell somebody a haircut because somebody was staying here that was recommended by the hotel or somebody went and bought a suit from Joe Flannery or whatever, the people in the hotel business are the ones that are sending it down to get them to buy something else while they're here. That's how it's supposed to work, and I think it's great. Here again, I don't want them forgotten in all of this. I think that we've done a good job of doing that. I want them to understand that we're here to make sure that we help in that relationship.

Megan Gilliland:
Communications Manager

I certainly hope that the two individuals that you appoint to this new board from the hotels would be active and vocal participants of that director of sales meetings, and that they are then turning to the board, who's supposed to begin that long-range planning, and telling them what they're hearing in that director of sales meetings. That's the point of having those monthly leadership meetings with the hotels, who then report to monthly meetings with your overall board.

Mayor Amyx:

Do you have another question?

Vice Mayor Soden:

Yeah. The site plans that you were talking about, I assume that you, during that site plan creation process, you worked with the Lawrence Douglas County Fire and Medical and the police at that time. Is that ... I'm just curious.

Megan Gilliland:
Communications Manager

On the site visits, is that what you're talking about?

Vice Mayor Soden:

No, the site planning that you were talking about.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

Site plan is specific to Rock Chalk Park. It's the build-out. For example, we'll have to bring in temporary seating. We'll have to bring in tents for clerking, areas to stage the athletes before they participate. We're expected to set up an expo area, if you will, where Nike will come in with their popup store. USA Track and Field will have their merchandise area. That's the site plan. We'll have to identify, give them basically an aerial of Rock Chalk Park and identify where the athlete warm-up area is going to be and where we're going to place additional porta-potties, where packet pickup is going to be. I don't want to mislead when I say "site plan," where it's, I have to go downstairs or actually the room next to me or to the County Commission and do something that needs special ... I will add that I believe the ordinance with Rock Chalk Park, with the size of the crowd, I think there was an ordinance that we have, because we'll use the west side for seating, there's X number of porta-potties we have to bring in, I think, water, or just amenities that will support the size of the crowd. I believe that was already part of the original agreement with Rock Chalk Park.

Vice Mayor Soden:

It'll have an emergency area, like if someone starts having heat stroke symptoms, things like a medical tent?

Bob Sanner:
Sports & Events Director
eXplore Lawrence

Yeah. Again, on the operation plan, I'll call it that, we have to identify not only where the medical areas for athletes, but also for spectators. We'll have EMTs on site during the entire event. We'll bring in certified trainers. I think the budget item just for EMTs and trainers is approaching 10 to 12 thousand dollars.

Vice Mayor Soden:

Are those EMTs the Lawrence Douglas County Fire and Medical?

Bob Sanner:
Sports & Events Director
eXplore Lawrence

That's correct, yes.

Vice Mayor Soden:

Cool. Thank you.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

We'll have an ambulance on site the whole time. Again, we have to tell USTF how far LMH is to the venue. They've done this enough that they know the right questions to ask.

Vice Mayor Soden:

It's my first time, so I ask lots of questions.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

No, I'm glad, I'm glad. The more you know about it, the better. You could be one of our ambassadors.

Vice Mayor Soden:

Thank you.

Commissioner Herbert:

Do you anticipate any conflict with the university's relationship with Adidas and then Nike's major sponsorship of this event,

with us using Rock Chalk Park?

Bob Sanner:
Sports & Events Director
eXplore Lawrence

That's not for me to address. I see people, athletics, shaking their head no.

Mayor Amyx:

Any other questions of staff or Bob or anyone here this evening before we go to public comment? Thank you. Don't go away. Public comment on this item? Any public comment?

Robin Bayer:

I live at 610 Country Club Terrace. I don't think it's really lost on anyone how similar the request for funds is to a previous agenda item, where Commissioners were rather pointed in their discussions about whether this fell within budget cycle. I think as voters, we expect some consistency with our elected officials. Therefore, I expect these Commissioners to apply the same scrutiny to this request out of budget cycle as they did the previous one. Secondly, the Commission apparently felt itself able to judge what it actually costs to put on an event and decided that it could be done for 60% of what was asked for, so I expect the same level of scrutiny on this, and the Commission, therefore, should not approve anything more than \$129,000 in keeping with their prior. If not, I think it's a very good indication of maybe perhaps some animosity toward the previous requesters. That is all I have. Thank you.

Mike Amyx:

Sir, can I have your name again? I didn't hear it, I'm sorry.

Robin Bayer:

My name is Robin Bayer, R-O-B-I-N B-A-Y-E-R.

Mayor Amyx:

Thank you. Other comment? Other public comment?

KT Walsh:

I just had a suggestion. On the list of people, the different representatives from the community and the city, etc., there was a university education representative, and they talked about how important KU is to us. I just wanted to remind you, we have another university, Haskell, with an art market and the powwows and speakers, movies, plays, etc., so I think it would be wonderful if Haskell was also represented. Thanks.

Mayor Amyx:

Thank you. Other comment?

Katy Ibsen:
Community Advisory Board
CVB

Good evening, Commission, I work with the CVB and the Community Advisory Board. To give you just a little bit of history, and these comments will be brief, but I was appointed to the Community Advisory Board in 2011, have served since then, most recently as the Chair of the Community Advisory Board in 2014. I work as a publishing partner with the Kansas Department of Wildlife Parks and Tourism on Kansas Magazine and other travel supplement material they put out there, and I'm also a member of the Travel Industry Association of Kansas. I

like tourism, I like Lawrence, so naturally, these are really great, a great marriage for me at serving the CVB. I don't know that you need a lot of convincing on a governing board, but I really want to highlight how important I think it is. The tourism expanse that Lawrence has experienced, at least in the last four years that I have served the organization, has grown a lot, beyond the capacity of the Community Advisory Board, in my opinion. In keeping with business best practices, as I think our Commission is interested in doing, I do believe that a governing board would have better accountability of all of the strategic growth that we are seeing, as they are highlighting for you this evening. I also believe it would provide greater oversight over a growing operational budget, which we're seeing, a growing transient guest tax, which we're seeing, as well as growing staff personnel. Lastly, I believe the governing board will better position the organization to make challenging decisions that will affect tourism opportunities and expenditures as we move forward. Really I just wanted to highlight that. With all due respect to the gentleman's comments before about a 60% commitment, I want you to really identify all of the economic impact that the CVB has had on Lawrence and the proven numbers that we have and the statistics that we have for dollars going up in this community, and the programs that we're creating, including Junior Olympics, that continue to see that grow. Thank you for the opportunity to speak. Also, thank you to Megan and the staff who have done a wonderful job maintaining the last six months. Thank you.

Mayor Amyx:

Thanks, Katy. Yes, ma'am?

Kathy Porsch:
Lawrence Cultural
Arts Commission

I'm speaking as a private citizen. We have a cultural plan in place now, and one of the suggestions in that cultural plan was that items like this, across the city, incorporate a culture element to it. I'm very glad to see that there will be a cultural representative on the board. I was struck, however, in reading all of these documents that were posted online for this meeting that the focus seemed to be largely on sports. I think sports are very important, but even in the position description for the potential future director, the focus was on attracting sports events. I just want to make sure that we don't overlook the arts and culture elements that make this community so very special, and that also, I think, help attract sports events as well. Family members of young people who are participating in the Junior Olympics might very much like to know what else is going on in the community, for example. Thank you.

Mayor Amyx:

Thank you. Other public comment?

Mike Logan:
Owner
Granada Theater

I serve as the President of the Downtown Lawrence Inc. Board and booked a majority of the outdoor free events with the Free State Festival in 2015, and since the beginning of 2015, have

Abe & Jakes Landing

served as the Advisory Board Chair for the Convention and Visitors Bureau. Shortly into my tenure as Advisory Board Chair, and preceding my seat on DMI, we received the resignation from that director. I want to say that I think Megan's done a tremendous job of steering the boat during this time over the last seven months. I want to say that the staff has done an amazing job. We got to know them very well. I often try to support the staff in any way that I can, specifically Bob and some of his outdoor events. I got involved with the CVB because I was very frustrated, as someone who works in an industry that marketed outside of my area bringing visitors to town. I didn't really feel like I was getting a lot of support from our CVB at that time. Once I got into it, involved in the organizational side of it, it was very clear it was due to the way that the organization was created with the CVB and DMI. I am in full support. Actually, Megan, let me tell you that I've really tried to champion the charge to separate eXplore Lawrence from the umbrella of DMI. I think of eXplore Lawrence now as its own entity, with its own governing board, really as the marketing arm for the City of Lawrence. I really, really would urge the Commission to think in that respect. eXplore Lawrence has the opportunity to tell everywhere else how great we are and why you need to come here. That has a pendulum of marketing events, both athletic and culturally significant events. I think we've heard a little bit on both of those tonight. I'm in full support of the governing board and the makeup of that board. I would urge, for future consideration, as TGT funds increase, that we always have some sort of sliding scale for eXplore Lawrence. If Lawrence is attracting more visitors, we continually need to be regenerating that in ways to market our asset. Thank you. I'll take any questions.

Mayor Amyx:

Questions of Mike? Thanks Mike.

Ken Easthouse:

Good evening, 1611 East 24th Street. You may recognize me as one of the applicants for the open City Commission spot, and I wanted to take some time and say hello to everyone. There have been a lot of different discussions about using the TGT funds for eXplore Lawrence and for the Free State Festival. One thing I'd wanted to ask, and I think anyone else that could answer these questions can come up, I have absolutely no problem yielding time, is there duplication of effort right now between eXplore Lawrence and their marketing costs with the Lawrence Arts Center and their marketing costs associated with the Free State Festival? Could there be a partnership to help defray some of those costs, lowering our costs from the Free State Festival side, and giving more work for Explore Lawrence, if that was to happen?

Megan Gilliland:
Communications Manager

Sure, I can answer. This year, coincidentally, during the time of the Free State Festival, we were also producing Tour of

Lawrence, and so our staff was heavily involved in Tour of Lawrence. We didn't put any money specifically towards marketing Free State Festival. We obviously did ... Did we do some ... I don't think we did sponsored posts, did we? We included them on our website, and all those in kind donations of course, but we didn't put any specific marketing materials toward Free State Festival this year.

Someone from the audience: We provided promotional materials.

Megan Gilliland:
Communications Manager We provided promotional materials for their bags and things like that. To answer your question, there was no duplication necessarily this year, and next year, the proposed \$30,000 is to go to the Festival for their costs.

Ken Easthouse: I guess that's just something to think for future events, as we start seeing two entities that are doing essentially the same promotions of different cultural activities. We need to start maybe encouraging the Arts Council, working with eXplore Lawrence maybe, to help defray some of those costs, lower that cost for the City as a whole, so just a public comment.

Mayor Amyx: Thank you.

Megan Gilliland:
Communications Manager I think another point to his that I brought up with the staff before is that the CVB has buying power. There's times when we try and co-op ads with our restaurants, our hotel properties, and our other organizations. We would always look at the ability to co-op or to purchase ads at the lower rates that we can get because of the bulk sometimes that we purchase.

Mayor Amyx: Thank you. Other comment? Any other public comment? Back to the Commission.

Vice Mayor Soden: I do have a couple more questions for Megan.

Mayor Amyx: Please, go ahead.

Vice Mayor Soden: I did forget to ask you, for the Free State Festival, how many hotel bookings were there for that?

Megan Gilliland:
Communications Manager We called around to our hotel properties at the same time that we called around for Tour of Lawrence. That's how we understand, that's how we estimate the number of hotel rooms. We did not get a lot of notification that there were many hotel bookings specifically for the Free State Festival. The TownePlace Suites had a contract agreement with the Arts Center to house some of their people who are involved in the festival, so it was a relatively negligible amount of regeneration of transient guest tax. I will say that one of the things that matters to me a lot, and I'm putting my City hat on for a second,

is social media and our engagement. We received anywhere between half a million to 1.2 million impressions during the whole week of Free State Festival for the City of Lawrence account. Of course, we were tied at the hip with Free State Festival. I'm sure Kim would say the same thing with eXplore Lawrence. It was definitely an engaged community. Again, as I mentioned before, it's that balance of events. Some events are going to really generate that transient guest tax, and some events are going to be that, as Mike Logan calls it, a calling card, and a resume builder.

Vice Mayor Soden:

My other question had to do with I think it was, Kathy's comments. I didn't read the job description for the new director. Is it slanted towards sports, and is there a reason for that?

Megan Gilliland:
Communications Manager

If it is, I would be more than happy to go back and equalize it out. I think that eXplore Lawrence, yes, we do have a bit of a sports slant because of Bob and his arena of ability, but I would also say that on the opposite end of that, people like Toni and Kim are certainly much more on the community partnership and arts culture. Toni served on your ... She visited with your cultural planning team and things like that, on behalf of the CVB. If it is, I would be more than happy to work on that job description and make sure it's more of a balance, because it is about arts and culture. If you look at our website, to KT's question, we promoted the powwow heavily last weekend, and the Indian Art Fair. Those are things that we promote in the Visitors Guide. Again, we're not a membership organization. We'll work with anybody who's bringing people to Lawrence, whether it is Haskell or the university or a downtown business.

Vice Mayor Soden:

Thank you.

Ryan Ficken:

I'm in sales so I had to talk at some point. We have the best product in the world. It's Lawrence, Kansas, and so that encompasses anything and everything that is Lawrence, Kansas, whether it's the Buskerfest, whether it's Rock Chalk Park, whether it's a wonderful river view from the Spring Hill Suites for the corporate folks that come in. We do all those things and I think that's what makes it so great. My daily story is never usually the same. That's why I'm very excited to have this job. That's why I'm excited to work for eXplore Lawrence. I just wanted to say that. It's not sports. Bob and I are going to have to work together on the 2017 JO Olympic bid because we're going to have 20,000 hotel rooms. Somebody's going to have to organize that. I don't know anything about what Bob's doing with the site plan, so I'll help him out with the things I do now. Let's organize some room blocks and get some people in here. I just want it reiterated that we 100% sell every aspect of Lawrence, Kansas, from Haskell to KU, to the Holiday Inn Convention Center, to, I don't want to leave any properties out,

because I will get called tomorrow that I left some out. We have fantastic hoteliers; they work with me on a daily basis. The people that come to Lawrence, Kansas talk about the experience that they have. That is why they continually come back and that's why we have some of these great things that are going on. Thank you.

Mayor Amyx: Thanks. Other questions? Nothing?

Vice Mayor Soden: I can think of more.

Megan Gilliland:
Communications Manager You have officially had your 101 session in travel and tourism for the evening, and if you have any questions, we'll stand for questions.

Mayor Amyx: Any other questions of Megan or any of the speakers that we've had this evening? Megan thanks for all your hard work in this. I know that you've had the opportunity to visit with so many different folks in Lawrence involved with accommodations to who knows what. I can't even imagine the education that you've had the opportunity to receive over the last several months. I know on behalf of the Commission, I want to thank you for all of the hard work that you've done. Our staff thanks. Sell Lawrence, Kansas. That's what it's about. Ryan, I think you're right, all aspects of it, we don't forget anything, and make sure that everybody has their items being told to everybody outside this community. That's what it's about. I think that commissions make decisions, and that's what we're being asked to do. We're talking about applying for a whole lot of new friends coming to town. I think if we can work out this granting board and a mission statement through the charter ordinance, I think I'll be happy with all of that, and I know that that's going to come soon. I look forward to working with Megan and Diane and others as we put that together, but I'm ready to go ahead and approve all the new things and the applications, because, Vice Mayor, I think you're right, we're at the ground floor with Rock Chalk Park, and shoot, have I had opinions about that place, my gosh. It's built and we need to help get our money back, and it's a great opportunity to be able to serve junior athletes, and so it's a good place to go out and show what they can do. It's also the opportunity to be able to show our town off to a whole lot of new people and get them to stay here and do what they do best and we'll thank them for spending their money while they're here. That's the deal. Anything else?

Diane Stoddard:
Interim City Manager If I might, as you look to consider the reorganization items, one thing to note, as Megan has indicated, the eXplore Lawrence entity has not yet been created, and so we are certainly recommending that you consider authorizing the Mayor to execute the agreement this evening, but we would recommend

also that you hold off that execution then until the entity is formally organized, and we would certainly work with the Mayor on that.

Megan Gilliland:
Communications Manager

The vacancies for the board that you may approve this evening, that will be a public process as well, obviously get it out to existing Advisory Board members and then also some link to the community to let people know that this is the way that you apply for the vacancies, and here's the criteria that we're looking for.

Mike Amyx:

Let's advertise that. Going back to what you said, Diane, you want us to go ahead and authorize the Mayor to execute the agreement?

Diane Stoddard:
Interim City Manager

Yes, I would recommend that, and then we'll just hold that execution until the new entity is created.

Mayor Amyx:

Questions?

Commissioner Boley:

I wanted to comment that Megan has assured me that there will be out of budget cycle requests from the transient guest tax fund.

Megan Gilliland:
Communications Manager

I told you.

Commissioner Boley:

You've told me that many times.

Megan Gilliland:
Communications Manager

The budget process, that-

Commissioner Boley:

What I wanted to say is, Bob, you did a great job. You told us how many hotel rooms we're going to get filled up. That's what makes an out of cycle request, in my opinion.

Vice Mayor Soden:

Do we need to make a motion for this resolution?

Mayor Amyx:

Yeah, hold on. Any other questions? Any other comments? Okay. The items before us then tonight are to consider adopting the resolution 7142.

Moved by Commissioner Boley, seconded by Vice Mayor Soden, to adopt Resolution No. 7142, creating a governing board for eXplore Lawrence; authorize the Mayor to execute an agreement with eXplore Lawrence to operate the Convention & Visitors' Bureau, approve the bylaws for eXplore Lawrence; and, approve the guest tax allocation up to \$215,221 to support bids from eXplore Lawrence/Lawrence Sports Corporation to support three (3) regional/national sporting events, contingent upon Lawrence winning the bid to host the events. Motion carried unanimously.

F. FUTURE AGENDA ITEMS: