

DRAFT - TGT Grant Advisory Board Meeting

December 7, 2018 | 1:00 – 3:00 p.m.

City Commission Room

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Present: Courtney Shipley, Stephen Horton, Derek Felch, Tim Metz, Heather Shull, Mike Maude, Sue Shea

Absent: None

Guests: Michael Davidson and Kim Anspach - eXplore Lawrence

Staff Present: Porter Arneill, Director of Communications and Creative Resources, Chris Lutzkanin, Management Fellow - City Manager's Office

Packet provided:

- Agenda
- 2019 overall scoring spreadsheet

Porter thanked the board for their service and explained that 35 applications were received requesting over \$350,000 in funds. He reviewed the process to evaluate the individual and collective scores as a starting point for board deliberations and final grant awards. He reminded the board that the purpose of the meeting was to use the scoring as one aspect of the decision-making process but that the scores are a point of discussion, not the final indication of the final results. Porter introduced Chris Lutzkanin, professional fellow serving in the City Manager's Office, and explained his experience as a systems analyst in the military. He also explained how Chris helped improve this year's scoring to provide more extensive group analysis and a better opportunity to drive discussion among the board.

Chris Lutzkanin provided a PowerPoint overview of the board structure, purpose, goals, and guidelines, along with a review of the improved scoring matrix. He explained standard deviation and the benefits that emerged from a more extensive data review as it relates to the values and goals of the program. Ultimately, this method will increase opportunity for discussion about the events as part of the deliberation process. He showed a slide that laid-out the scoring process.

A question was raised about the Old-Fashioned Christmas Parade as a long-standing signature event and its need for grant funding.

There was discussion about "signature events" and the recent change the board made to the program to help balance ongoing funding of key "signature" events with opportunities to fund new events by requiring those groups who have received four consecutive years of TGT Grant funds to take one year off in the future. (Since this is the 4th year of the program, no groups are required to take a year off in 2019.)

Derek Felch mentioned a concern about TGT funds being used for hotel rebates. Courtney Shipley also expressed concern that the events who applied for funds for this purpose are all generating revenue. Stephen Horton talked about the need to find both financial and cultural balance. Mike Maude also pointed out that some events are run by non-profits as fundraising/charity events. There was a short discussion about whether TGT funds should be granted if funds are used for other causes as determined by the applicant.

Chris Lutzkanin showed the real-time excel sheet and explained how, as they worked through their decision-making, they could apply percentages at any point to help work through the decision-making process.

The board talked about Granny Basketball and whether it was a two-year program.

Derek Felch mentioned that he appreciated the smaller grant requests this year.

Tim Metz mentioned the idea of funding everything above the yellow line on the spreadsheet (mid-point) but also that he was concerned about the St. Patrick's Day Parade giving TGT money to charities.

After someone noted that there's a \$150,000 grant fund and over \$350,000 in requests, the board agreed to begin removing applicants.

Chris Lutzkanin showed the averages column and the applicants that received the lowest scores. He reminded the board and showed on the spread sheet that some individuals had indicated higher scoring among the lower scoring groups and that they could argue in favor of any of the events.

The board reached consensus on removing the five events that were planning to provide hotel rebates with the TGT funds.

The board reached consensus on removing the two events that planned to support charities with support from the TGT grant fund.

There was a brief discussion about the different powwow events. The KU FNSEA event is ongoing, and the Young Professionals Powwow event occurred in 2018 without receiving grant funds. Derek Felch also mentioned that the Young Professionals Powwow event is strategically designed to occur on the calendar between other events.

It was noted that the Honoring Our Warriors Pow Wow event scored low and the board agreed to remove it for this year.

A concern was raised about powwows providing prizes. Porter mentioned that this was common practice for powwows.

Derek Felch pointed out that many hotel rooms went to Topeka during the Gravel Grinder event due to the date they chose. They chose the same weekend this year. The possibility of eliminating the Gravel Grinder this year was proposed and agreed to by the board.

The board discussed the Tour of Lawrence and the KU Jayhawk Cycling Classic event. Noted that the KU event had scored low consistently. The board agreed to drop the KU Jayhawk Cycling Classic event.

The PARK(ing) Day event was raised with questions for clarity. It was explained that it's a public art event where different groups temporarily take over select parking spaces and create various mobile, temporary installations on the space during the event. Overall, the board was supportive but concerned that with this year's requests, \$14K was high. A proposal to fund at \$4,000 was offered. The board agreed to fund at \$4,000.

The board agreed to remove the KU Jayhawk Cycling Classic, the Kaw Valley FC – Semi-Pro Soccer event, all rebate/voucher events, the St. Patrick's Day Parade and Salute! A festival of Wine & Food.

A Comment was made that the Lawrence Field Day Fest is a cool and well-established event that attracts a lot of people and is worth funding.

A suggestion was made to reduce the Old Fashioned Christmas Parade from \$15,000 to \$10,000.

Mike Maude spoke about the holiday show at Theatre Lawrence and how successful it is and how it enhances the Lawrence experience. Tim Metz said that he vacillates on funding the event due to their success and mentioned that they sell out every show. Derek Felch said that Linda has done an excellent job coordinating partnerships and working with hotels. Someone said that from a cost benefit perspective it would be worth considering not funding it. The group decided that they didn't want to eliminate it from funding but could fund at a lower percentage. The group reached consensus to fund at 50% or \$7,500.

Michael Davidson asked to speak and was granted permission. He pointed out that the groups selected are not going to generate hotel stays and TGT funds as well as those that weren't selected. He expressed concern that that wasn't consistent with the goals of the program.

Tim Metz commented that there's still a community benefit.

A question was raised about what the board thinks should or shouldn't be funded in the future.

It was pointed out that 6% is returned to the TGT on each hotel room sold. The board reviewed the programs that provide room rebates and charity support.

The hotel representatives acknowledged that they struggled in that they want to fill hotel rooms but there was still concern about TGT Grant funds being used for hotel rebates. The board said they want to find a way to strike a balance.

Mike Maude mentioned that he appreciated that the hotel representatives are looking beyond their own interests.

A suggestion was made that perhaps there's a way to provide room rebates through a different process.

The final selections were displayed for the board's review.

It was moved by Mike Maude and seconded by Derek Felch to accept the board selections as the TGT Grant Advisory Board recommendation for the 2019 TGT Grant program. Approved unanimously.

Meeting was adjourned at 2:45 P.M.

Note: After the meeting, it was discovered that Heather Shull's scores were identical to Stephen Horton's scores. The error was recognized by staff and, upon review, it was determined that the error did not adversely affect the final decisions. At the time, Heather and Stephen were both agreeable to that conclusion. Staff said they would review further and provide more insight. For transparency, an additional public TGT Grant Advisory Board meeting scheduled for December 17, 2018.

TGT Grant Advisory Board Meeting

December 17, 2018 | 3:00 p.m.

City Commission Room

Present: Courtney Shipley, Stephen Horton, Derek Felch, Tim Metz, Heather Shull, Mike Maude

Absent: Sue Shea

Guests: Kim Anspach, Linda Honeyman, Alexis Fekete, Paul DeGeorge, Meredith Moore, Rex Sandquist, and Eric Melin

The meeting was called to order at 3:02 p.m.

Porter explained the scoring error to the board, apologized, and thanked them for taking additional time to ensure that this would be resolved before the board recommendations were presented to the City Commission.

Chris reviewed the scoring methodology and explained that, while the corrected scores showed a small shift in overall scoring for three sporting events, those events were removed as part of the discussion on the hotel rebates. One event did move up into the top group rankings, but that event was already fully funded by the board on December 7th.

Porter and Chris provided a PowerPoint presentation that methodically reviewed the overall process, showed the corrected scores, the change in results and the final scoring.

The board expressed their appreciation for the chance to review the error.

It was moved by Derek Felch and seconded by Stephen Horton to submit the original TGT Grant Advisory Board recommendations from December 7 to the City Commission. Approved unanimously.

Meeting adjourned at 3:44 p.m.