

TGT Advisory Board Meeting  
July 23, 2018 | 4:00 – 5:20 p.m.  
Library Meeting Room B

Present: Courtney Shipley, Stephen Horton, Derek Felch, Tim Metz, Heather Shull  
Absent: John Hachmeister

Guests: Kim Anspach - eXplore Lawrence, Alexis Fekete – Spencer Museum of Art

Staff Present: Porter Arneill, Director of Communications and Creative Resources

Packet provided:

- Agenda
- Resolution 7244
- DRAFT 2019 TGT Grant Guidelines
- Grantee letter template
- 2017 and 2018 final results
- 2018 overall scoring spreadsheet
- 2018 scoring form/matrix

The Advisory board members introduced themselves.

Porter reviewed the packet materials and provided an update on Resolution 7244 including term limits and advisory board responsibilities. Tim mentioned that Mayor Boley re-appointed him. Porter mentioned that there was still one open seat to represent the Arts and Culture industry.

These topics were raised for possible discussion at the meeting in April:

- Board chair
- Scoring matrix
- Signature events
- Ask vs. Need
- Annual applications
- Board meeting frequency
- Required meeting with eXplore Lawrence
- Economic impact review

Regarding “signature” events, there was discussion about the guidelines asking whether events are established or considered signature events. The board talked about the challenge of handling more established events and balancing that with a desire to help also provide funds to help support new events. Possible approaches discussed include grant funding limited to four consecutive years; having an off year after receiving funds from 4 consecutive years; adjusting the scoring matrix; and/or having a discretionary scoring column for panelists with + or – options. The board directed staff to add, ““Events that have received TGT Grant funding for four consecutive years will be required to take one year off from the TGT grant program.” Under Guidelines on page 2 of the Grant Guidelines.

The board also discussed and directed staff to add a TGT Grant Advisory Board meeting to the schedule during the scoring process to allow for dialogue about various events prior to the 3-minute applicant presentations. This will allow the board to generate questions for applicants as part of their presentation process.

The board also directed staff to add one additional presentation meeting during the grant review process in case a large number of applications are received.

There was discussion about events that occurred (or will occur) during busy times and that when hotels are filled here, people book rooms outside of Lawrence. The board discussed ways of identifying

potential off-peak events and ways to learn if some events might be flexible to better fill schedule gaps. It was determined that a check box could be included in the application to identify events with flexible schedules as part of the review information. The board directed staff to add, "Off-peak scoring will be included as part of the criteria for applicants with flexible event schedules to allow for the possibility of adapting events to off peak time frames." Under Guidelines on page 2 of the Grant Guidelines.

Regarding "ask vs. need," the board also discussed adding an opportunity for events to share prior-year's budget information to provide more insights as to how the TGT funds are being applied to the event. This information is included in final reports — which will also be shared with board members — and can also be included as a check-box option.

There was discussion about the role of the chair. It was determined that the primary responsibility of this individual is to run meetings. Stephen Horton volunteered and was elected unanimously to serve as the chair for the 2019 grant cycle.

Staff will coordinate another meeting soon to review draft changes and approve the 2019 guidelines and schedule.

Meeting was adjourned at 5:20 P.M.