

MINUTES  
FLINT HILLS DISCOVERY CENTER ADVISORY BOARD  
FHDC Conference Room  
June 11, 2012  
4:00 P.M.

Present were the following members of the Flint Hills Discovery Center Advisory Board: Mr. Tom Warner, Ms. Suzan Barnes, Mr. Ron Wilson, Mr. John Hund, and Mr. Mike Haddock. Also present were Mr. Bob Workman, Flint Hills Discovery Center Director; Ms. Melissa Kirkwood, Development Officer; and Ms. Susan Adams, Volunteer Coordinator/Administrative Assistant. Absent were Ms. Kristin Brighton and Ms. Sharon Brookshire

MINUTES

Mr. Warner called for the approval of the April minutes. It was moved by Ms. Barnes to approve the April minutes and Mr. Hund seconded. On vote, motion carried 5-0.

UPDATE ON MONTHLY OPERATIONS

Mr. Workman distributed a Monthly Operations Report that profiled the revenue and expenses since the opening of the FHDC. The report also represented the visitor statistics and volunteer hours. The average number of visitors for weekends (Saturday and Sunday) is about 700. Additional info will be forthcoming regarding tracking educational events and marketing dollars spent. Ms. Kirkwood reported the following in regard to Public Relations efforts; 80 TV spots in June with WIBW, Kansas City Star-2 articles, the FHDC has also been showcased in the Kansas, Manhattan and Lawrence Magazine. Ms Kirkwood also reported a reception is being planned with McGowan Gordon to showcase the FHDC in Kansas City. Date will be announced at a later time.

TEMPORARY EXHIBITS PROPOSAL

Mr. Workman distributed a Temporary Exhibits Proposal Guidelines and Proposal Review Process. Discussion was held and the proposed process was supported (attached). In addition, Ms. Brighton's e-mail was discussed. She recommends staff develop a set of criteria to be used by Advisory board members when reviewing future exhibit proposals. It was noted that when renting prepared exhibits, those rentals will follow the City's purchasing guidelines, including approval by the City Commission when costs exceed \$20,000. It was moved by Mr. Haddock to approve the proposal and Ms. Barnes seconded. On vote, motion carried 5-0.

POTENTIAL LANGUAGES FOR TRANSLATION

Mr. Workman distributed information regarding languages to consider for the potential of translating FHDC items. Discussion was held on which items would be translated and which language would be focused on for translation. Spanish and German seem to be the two most likely languages to consider for content translation. Mr. Workman suggested the potential of the Immersive Experience being translated utilizing the iPods that are currently owned by the facility. Other suggestions included the First Floor Exhibits and possibly some of the audio visuals. Staff were asked to look into grants for funding of the project.

NEW BUSINESS

Mr. Hund questioned the polling process that is currently being utilized in the Voices of the Flint Hills area. He expressed concern that visitors might cite these statistics outside the context of the FHDC. There was discussion about the unscientific nature of the polling, and the need to re-evaluate. Mr. Workman explained that this gives visitors the opportunity to voice their opinions, and if it is being utilized outside of the facility as a true statistic then we may have to consider a disclosure statement in the area. The FHDC has the ability

to change the Voices visuals as needed. Mr. Workman is taking with the exhibit developer about options to consider for future modification of this interactive exhibit.

Mr. Wilson distributed a news release regarding the National Day of the Cowboy, July 29, 2012. This event will be located at the Lazy T Ranch. They are extending a discount on tickets to all members of the Flint Hills Discover Center.

#### ADJOURNMENT

There being no further business, the meeting was adjourned at 5:00 p.m. The next meeting will be September 10, 2012, at the Flint Hills Discovery Center.