

MINUTES
FLINT HILLS DISCOVERY CENTER ADVISORY BOARD
FHDC Conference Room
September 10, 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, Ms. Kristin Brighton, and Mr. Mike Haddock. Also present were Mr. Bob Workman, Flint Hills Discovery Center Director and Ms. Melissa Kirkwood, Development Officer; and Ms. Karen Hibbard, Manhattan CVB President was a guest. Absent were Mr. John Hund and Ms. Sharon Brookshire

MINUTES

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

MARKETING THE FLINT HILLS DISCOVERY CENTER

Mr. Workman introduced Karen Hibbard, President of the Manhattan Convention and Visitors Bureau (CVB). Mr. Workman reminded directors that the City of Manhattan retains one percent of the six percent transient bed tax for the operation of the Flint Hills Discovery Center. The remaining five percent is used to contract with the Manhattan CVB for the promotion and marketing of Manhattan as a tourism and conference destination.

Ms. Hibbard gave a presentation on the various methods she and her staff promote the Flint Hills Discovery Center. She provided information about campaigns currently underway that feature the FHDC in its advertising. These include: ten billboards along I-70 and K-177; newspaper, television, radio and magazine advertising; web-based products; and K-State men's football and basketball ticket sales materials. Ms. Hibbard noted that through the good work of Sunflower Publishing, she was also able to place advertising for the fall and spring seasons of the Kansas City Symphony Orchestra programs.

The board thanked Ms. Hibbard and her staff for their hard work in promoting the FHDC.

UPDATE ON ACTIVITY SINCE THE LAST MEETING

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. He indicated that the FHDC is well on the way to ending the fiscal year (December 31) well ahead of revenue projections. There may be increased expenses associated with the additional revenue due to increased cost of inventory for the strong store sales, and additional staff overtime directly related to the significant increase in special events at the FHDC after hours.

Mr. Workman informed the directors about the recent opening of a new temporary exhibit, *Forces: The Shaping of Manhattan, Fort Riley and Kansas State University*. The group agreed to walk through the exhibit after the conclusion of the meeting. Mr. Workman stated that this was a very important first collaboration with five other local organizations, and that it was very labor intensive for FHDC staff. He also noted that there is significant educational programming that is being presented as a part of the project. The exhibit and programs are funded in part by a grant from the Kansas Humanities Council that was awarded last year.

Mr. Workman then provided an update on personnel. Ms. Susan Adams has been promoted to Volunteer and Customer Services Manager, and Ms. Jaclyn Gibbs resigned in July to pursue full time employment. All agreed that this particular part time position may see more turnover than other jobs at the FHDC.

Workman then updated the group on the recent fundraising efforts of the staff in support of programs and the exhibits of the FHDC, and also the recent efforts of the Flint Hills Discovery Center Foundation. The Foundation is hosting a Ranchers' Night here on Sunday, September 23.

NEW BUSINESS

There was no new business.

ADJOURNMENT

There being no further business, the meeting was adjourned at 5:10 p.m. The next meeting will be November 12, 2012, at the Flint Hills Discovery Center.