

MINUTES  
FLINT HILLS DISCOVERY CENTER ADVISORY BOARD  
FHDC CONFERENCE ROOM  
JUNE 27, 2013  
4:00 P.M.

Present were the following members of the Flint Hills Discovery Center Advisory Board: Mr. Tom Warner, Mr. Ron Wilson, Mr. John Hund, Mr. Mike Haddock, Ms. Larie Schoap, Ms. Suzan Barnes and Ms. Kristin Brighton. Also present were Fred W. Goss, FHDC Director and Ms. Pamela Kulokas, FHDC Outreach/Membership Coordinator.

MINUTES

At 4:10 p.m., Mr. Warner called for the approval of the March 11 minutes as presented. It was moved by Mr. Haddock to approve the January minutes and Ms. Barnes seconded. On vote, motion carried 7-0.

SAVE THE LAST DANCE: THE STORY OF NORTH AMERICAN GRASSLAND GROUSE

Mr. Goss introduced *Save the Last Dance* exhibition as a tie to the mission of the Flint Hills Discovery Center. He recommended summer 2014 for the exhibit, after the Football exhibit closes April 20, 2014. He said that the education department would develop programming to tie in to Konza Prairie that would allow visitors to view the booming prairie chickens before the exhibition opened. Other program ideas suggested were a wildlife photography class and bird watching with the idea that the FHDC is the starting point to experience the ecoregion.

Mr. Haddock raised a question about the timeframe of the booming program. Mr. Goss suggested a buildup 90 days before the exhibit with programming to tie in, depending on Mother Nature.

Ms. Brighton stated that timing is her biggest concern; she suggested a kid-focused exhibit for the summer slot to keep families engaged. She said the January to March timeframe would work better.

Mr. Warner suggested a program idea – a night in the discovery center for members. Mr. Goss updated the board on the new features of WebTrac that will enable the FHDC to sell and renew memberships online. Ms. Schoap said that a Cottonwood Falls group is studying prairie chicken, and suggested the FHDC look into a guest speaker from that group.

Ms. Barnes raised the question, if we are able to change the dates for *Save the Last Dance*, what are we able to put in its place? Mr. Goss said research into exhibit possibilities is in progress. He stated that our daily offerings need to be an extension of the first-floor exhibits. Ms. Brighton said traveling exhibits key to keeping the kids engaged.

Mr. Hund reminded the board that this is where we thought we'd be one year ago, with a growing concern for keeping kids engaged. He suggested exhibits that let them make things with their hands (i.e. soap making, rope making, laundry washing). Mr. Hund said he is concerned that early elementary school age students are not being addressed.

Mr. Warner raised the point that the Discovery Center is for everybody, and asked how do we fit everyone in?

Ms. Brighton suggested that if the FHDC has one \$25,000.00 traveling exhibit a year, it should be during the summer months. Ms. Barnes asked what the attendance ratio is between walk-in individual admissions and member walk-ins.

#### FHDC GALLERY NAMING OPPORTUNITIES

Mr. Warner updated the board about a \$25,000.00 grant that came in from Beach Museum Foundation. They have asked for their name on exhibit downstairs. The board discussed this as the minimum was \$50,000 for a naming opportunity. Mr. Warner said if an individual or group gives less than \$50,000.00, the Foundation Board needs to set limitations on that naming opportunity.

Mr. Warner said that the Foundation Board is inclined to turn their vision around to incorporate companies that have ties to the Flint Hills. They are re-doing their literature and going after companies instead of individuals. He suggested that a donation of less than \$50,000.00 would have a 10 year life for the name. The board discussed reducing dollar amount of naming opportunities.

Mr. Warner said that the FHDC staff will seek individual donors while the FHDC Foundation will go after larger organizations. Mary Wise, Foundation Board Administrator, will link up with the new Development Officer in an effort not to duplicate efforts. Mr. Warner said that he doesn't want the Foundation to lower their goals, said it just takes time – a long run, not a sprint.

Ms Brighton asked if the FHDC is planning to have a major annual fundraising event as a way to get a lot of individuals involved and raise about \$100,000.00.

Mr. Warner said that if donors want immortality on naming opportunities, they have to meet the minimum level. If not, 10 years is as far out as he is willing to go. He suggested a statement that it is ok to put time limit on sponsorships. The City Manager's Office, Mr. Goss and the FHDC Foundation will have to draft. Mr. Warner suggested including the right of first refusal for the original donor if their time is up and they want to keep their name on the area.

Mr. Goss said that he will take time to assess and reassess the issue, and will flesh out a solution before the next Foundation meeting. Ms. Brighton suggested getting comparable data from other organizations such as GTM and KSU.

Mr. Hund made a motion to structure donations with a sunset clause and a right of first refusal. Ms. Barnes seconded. On vote, motion carried 7-0.

#### NEW BUSINESS

The board briefly discussed the facility rental coordinator position and the current pricing structure.

#### ADJOURNMENT

There being no further business, the meeting was adjourned at 5:16 p.m. The next meeting will be 3 p.m. Monday, September 9, 2013.