

MINUTES
FLINT HILLS DISCOVERY CENTER ADVISORY BOARD
FHDC CONFERENCE ROOM
NOVEMBER 18, 2013
3:00 PM

Present were the following members of the Flint Hills Discovery Center Advisory Board: Mr. Thomas D. Warner, Ms. Kristen Brighton, Mr. Ron Wilson, Mr. John Hund, Ms. Larie Schoap, and Mr. Mike Haddock. Also present were Fred W. Goss, FHDC Director; and Danielle DeVries, Office Assistant.

MINUTES

At 3:07 p.m., Mr. Warner called for the approval of the September 9 minutes as presented. It was moved by Mr. Haddock to approve the June minutes, and Mr. Hund seconded. On vote, motion carried 4 -0, with one abstention.

FHDC STAFF REPORT

FHDC Director presented revenues for 2013 through October compared to 2012 revenues from: admission (\$268,091/\$202,282), gift store sales (\$94,881/\$91,197), educational programs (\$8,709/\$10,266), facility rentals (\$58,341/\$60,723), memberships (\$57,341/\$27,481) and donations (\$-,---/\$8,592). He also shared attendance numbers: during public hours (53,221/45,851) and at special events (8,046/8,467). Mr. Goss stated that the number of volunteer hours to date this year were at 5,358. Through the end of October, the number of facility rentals was 138 compared to 131 last year, with more coming in every day for holiday and graduation parties, as well as many in 2014 and some in 2015 already. He shared that FHDC staff will be working on increasing the use of social media sites such as Facebook and Twitter to further advertise for programs as well as facility rentals.

NEW BUSINESS

A. ICE AGE IMPERIALS EXHIBIT

Mr. Goss presented information on the next travelling exhibition, "Ice Age Imperials", to go on display summer of 2014 following "Football". This exhibit will cover prehistoric times of the Ice Age and local academics will be working with the Discovery Center to tailor the exhibits to focus on Kansas, especially the Flint Hills region during that time. There are several hands-on displays that will engage visitors of all ages. The exhibit was picked based on content, availability during the dates needed, and cost. The Manhattan Convention and Visitors Bureau will be working with the FHDC to advertise and bring in visitors.

The travelling exhibition cost will be \$25,000 which is less expensive than other exhibits, but quality was not sacrificed. Education and gift store staff will be working to include programming and merchandise that coincide with "Ice Age Imperials" to increase interest in the exhibit.

B. FHDC FOUNDATION BOARD'S FUND DRIVE

Mr. Warner presented a handout which outlined the FHDC Foundation's plans for new approach to raising funds to support the Flint Hills Discovery Center. The Foundation realized that they were not receiving as large of donations as initially hoped, so a new fund drive was designed to begin December 1, 2013 and run throughout 2014 and beyond. The goal for 2014 is to raise 2.5 million through four avenues: individual and celebrity donors, corporations, foundations, and government agencies. The main focus of the campaign will be on long-term relationships rather than one-time donors. There will be naming and sponsorship opportunities throughout the building for donors giving funds that meet the naming opportunities criteria.

Ms. Brighton asked what approach would be taken in stating what the funds would be used for.

Mr. Goss stated that it would be very important to be transparent to donors and let them know that The FHDC would be supported through paying off City bonds for the building, but that naming opportunities were available because of the fund drive. Mr. Goss also reiterated that donors could come from the geographical footprint of the Flint Hills which would cast the drive as a regional one and not only focused on Manhattan, Kansas.

Ms. Brighton asked if 2.5 million would be an overly aggressive goal, based on previous years' donations.

Mr. Warner replied that after extensive conversations by the Foundation Board, it was decided that such a goal would be difficult to attain, but they were optimistic that it would be attainable. One distinction he made concerning how the goal would be measured is pledges or commitments, even if given over several years, would be counted as part of the total donations.

Mr. Wilson and Mr. Warner agreed that estate planning would be a key contributor to long-term donations.

Ms. Schoap stated that corporate donations would be important in the short run.

Mr. Warner agreed because corporations would benefit from the recognition given when they donate, and Manhattan, Kansas is currently a very visible city on the national map. One other important resource to look into would be individuals who were raised in the Flint Hills area who went on to be very successful. They might be very interested in sponsoring an area that they call home.

C. REVIEW 2014 FHDC ADVISORY BOARD MEETING DATES/TIMES

According to the FHDC Advisory Board bylaws, meetings shall be held the second Mondays of January, March, June, September and November. In 2014, those dates are as follows: January 13, March 10, June 9, September 8, and November 10. It was decided that 4:00 pm rather than 3:00 pm would give all members a better opportunity to make the meetings.

ADJOURNMENT

There being no further business, the meeting was adjourned at 3:54 p.m. The next meeting will be Monday, January 13, 2014 at 4:00 p.m.