

MINUTES
FLINT HILLS DISCOVERY CENTER
FHDC Conference Room
March 10, 2014
4:00pm

Present were the following members of the Flint Hills Discovery Center Advisory Board; Mr. Thomas D. Warner, Mr. Ron Wilson, Ms. Suzan Barnes, Mr. John Hund, Mr. Mike Haddock, Mrs. Christine Benne. Also present were Fred Goss, FHDC Director, Jerri Hager, Development Officer, and Stephanie Budd, Office Assistant.

MINUTES

Ms. Barnes called for the approval of the January 13 minutes. It was moved by John Hund to approve the November minutes. On vote motion carried 6-0.

FHDC DIRECTOR'S REPORT

Mr. Goss welcomed Christine Benne to the Advisory Committee. Goss announced that the FHDC would be hosting Suzi Parron for a book signing on April 5. He noted that all FHDC social media accounts are up and running, with the recent live Twitter event being a success. Butler Community College Day will be modeled after Emporia State Day which was on Saturday March 8, 2014. He stated a new event titled Flint Hills Day is scheduled for Saturday May 3, 2014 at FHDC. The Center has been developing a relationship with the Kaw Indian Nation and plans to continue to connect with surrounding native communities including the Pottawatomie and Osage. Fred announced that the Discovery Center has been added to the Flint Hills Tourism Coalition face book page as a content creator which we selectively use to update its 5000+ followers with our upcoming events and activities. FHDC has also been promoting through the Travel Kansas face book page. The FHDC is using analytics tools for our social media and web sites to better understand our current and growing audience.

Ms. Barnes inquired about the number of schools participating in our football exhibit. As currently planned Jerri Hager responded that approximately 80 schools have been contacted for attending the high school day on May 10. Fred requested that the board members let Jerri Hager or Susan Adams know of any contacts they may have with previous K-State football coaches/athletes that may be interested in being present on the May 10 event.

Mr. Goss announced that the Flint Hills Focus radio program has launched on KMAN 1350 AM radio. He noted that the program runs from 9:45 to 10:00 on the second and fourth Mondays of each month. Mr. Goss stated that the next featured topic on March 24 would be Pioneer Bluffs and its director Lynn Smith and then possibly a program on prescribed burning which he felt would be very informative to this transitional community that is not familiar with this practice, its importance to preserving the tall grass prairie and the environmental impacts of annual prescribed burning practices.

FHDC MEMBERSHIP PROGRAM PRESENTATION

FHDC Development Officer Jerri Hager announced that before FHDC's opening various individuals, advisory board members and the public encouraged a membership program with

higher levels of giving. A membership study was undertaken in 2012 by FHDC staff to review the potential for higher giving levels and a possible corporate membership program. She stated that the FHDC has researched current local, regional and national organizations with a wide range of membership levels for individuals and corporations and recommends moving forward with a tiered membership program in addition to the current annual pass membership.

Individual Membership Program Presentation

Jerri presented a draft (attached) of the new membership program options for the FHDC. She reviewed for the committee the benefits for each level for individual giving starting at retaining the current “annual pass” component of the membership program.

Individuals seeking to provide more financial support for the organization start at \$100 and reach a ceiling of \$1,000 as proposed. Larger membership gifts provide the donor with additional recognition and opportunities for cultivating them annually with membership events.

Suzan Barnes stated that individuals in the Flint Hills has the capacity to join the FHDC at the membership levels proposed and suggested we pursue a regional approach to finding higher level donors.

Mr. Warner suggested that the cost of benefits be subtracted from the total membership fee for each level to provide the tax deductible amount to attract donors.

Mr. Warner also asked if these additional levels of membership would be considered “Friends of the FHDC” as this was a very familiar term in the area.

Mr. Wilson inquired as to what would appeal to those not seeking to become part of a donor group. Ms. Barnes stated that the annual pass membership would be appealing to these customers and the option was still there for these members to renew.

Corporate Membership Program Presentation

Mr. Haddock inquired about the tailored benefits at the corporate level. Jerri Hager stated that the benefits could include things that the corporation would be interested in such as a set number of one day admission passes for the year or a programming component that would be tailored to the member’s needs. Mr. Goss said that there would be flexibility in the benefits; that it would be a good conversation to have with interested corporations.

Mr. Warner suggested that with more influential people moving into this region, corporate levels could start at \$500 and not \$250. He also suggested that the tiers be \$500, \$1000 and \$2500.

Ms. Barnes asked how the FHDC was planning on getting the new membership information to potential donors and corporations. Jerri Hager stated that a marketing and membership campaign would be developed and launched to promote the new levels. Mr. Warner suggested working with the local Chamber of Commerce of which FHDC is a member.

Mr. Goss noted that the FHDC is looking into personal appreciation dinners/events/etc. to make a very unique experience for the top donor group.

Mr. Warner suggested that the level one corporate membership include two annual passes and four single day admission passes; the level two group include four annual passes and six single day admission passes; and that the level three group include six annual passes and 10 single day admission passes. He then motioned for approval of the proposal, pending any modifications that needed to be made to the specific benefits of these tiers. Mr. Wilson seconded. On vote, the motion carried 6-0.

Ms. Barnes asked about the impact of these higher membership levels on the FHDC Foundation. Mr. Warner reiterated that the new proposed membership levels had no impact on the Foundation's ability to research and solicit grants or work with higher level donors or establishing a planned giving program now or in the future.

2014 BOARD OFFICERS

Mr. Warner announced that he would be stepping down from the board in June of 2015. He motioned for a vote to appoint board officers for 2014. Ron Wilson moved and Mike Haddock seconded the motion to appoint Tom Warner as chair and Suzan Barnes as vice chair for the 2014 term. The motion carried with a vote of 6-0.

NEW BUSINESS

Friends recognition event on May 4, 2015 is set for the FHDC Foundation. Details to follow.

ADJOURNMENT

Being no further business, the meeting was adjourned at 4:57. The next meeting will be June 9, 2014.