

Flint Hills Discovery Center Advisory Board Minutes
September 12, 2016
4:00 P.M.

Present were the following members of the Flint Hill Discovery Center Advisory Board: Ms. Suzan Barnes, Ms. Rose Bacon, Ms. Larie Schoap, Dr. Emily Dringenberg, Mr. Ron Wilson, and Mr. John Hund. Ms. Susan Adams, FHDC Director, Ms. Megan Berry, Development Officer, Ms. Marie Martin, FHDC Foundation, and Mr. Bruce Snead, FHDC Foundation were also present.

Welcome

At 4:02 p.m., Ms. Suzan Barnes called the meeting to order.

Minutes

Ms. Larie Schoap pointed out an error in the July minutes for Ms. Marie Martin's name that needed correction. At 4:04 p.m., Mr. John Hund moved and Ms. Larie Schoap seconded that we approve the July 11th, 2016 minutes with the correction. On vote, the motion carried 7-0.

Old Business

Membership Fee Proposal

Ms. Susan Adams stated that if we suggest cost adjustments to membership categories they would still need approval of the city commission. Ms. Suzan Barnes and Ms. Larie Schoap felt the community engagement survey results did not support an increase to our membership fees. Ms. Larie Schoap asked if we could pursue a combined membership with the zoo. Ms. Susan Adams stated it is being reviewed at the Parks & Recreation level to see if this can happen. They are unsure due to the reciprocal aspect for each entity: American Science & Technology Centers (ASTC) and American Zoo Association (AZA). Ms. Larie Schoap motioned and Ms. Rose Bacon seconded that we maintain current pricing. On vote, the motion carried 7-0.

Discussion was held on the results of the Community Engagement Survey and comments are listed below.

Ms. Suzan Barnes and Ms. Rose Bacon felt the staff comments on the community engagement survey were a perfect synopsis of the survey results from public opinion. Ms. Rose Bacon stated the public was looking for four seasonal films in the immersive theater and asked about the status of this idea. Ms. Susan Adams stated that we do not have four different films but there are four variations to the film by seasons. (Winter, Spring/Summer, Burn and Fall)

Ms. Rose Bacon was shocked that the public did not understand that the FHDC is a discovery center for the Flint Hills. Ms. Larie Schoap recommended educating the public using media, radio, newspaper, and Facebook. Ms. Rose Bacon suggested an imagination station such as a teepee in the children's play area. She also suggested partnering to provide additional interest in our activities by offering another level of entertainment such as pony rides, roping lessons etc...She did point out there would be an extra

charge for the activity. Mr. John Hund asked if we survey teachers that bring groups through the FHDC. He also commented it might be beneficial for capturing the tween group we are currently missing.

To add additional interest in our exhibits, Ms. Susan Adams stated that we are currently looking into an application called Klikaklu. This would allow visitors to check out an I-Pad from our Guest Services desk or download the app to their phone, then they complete an interactive scavenger hunt.

Ms. Rose Bacon commented that the FHDC volunteers have stepped up in participation when interacting with visitors. Ms. Larie Schoap suggested that the volunteers have a five minute presentation they give to incoming visitors to get them interested in the facility. Dr. Emily Dringenberg stated the value of making connections between the temporary exhibits and our permanent exhibit to get visitors interested in the mission.

Mr. John Hund asked how we welcome school groups to the FHDC. Ms. Susan Adams stated that we welcome them as they enter the building. She also stated we know in advance that they are coming. We help them get situated with storing lunch boxes etc., they check in, and we take them to the dome to have a brief discussion to get them interested. She also pointed out we do have the scavenger hunt for the first floor exhibit area, which the students engage with on their visit.

Ms. Rose Bacon was surprised by the complaint on the engagement survey related to the lack of content about Native Americans in the FHDC as they are mentioned in the film and we have a whole wall dedicated to them. Ms. Larie Schoap stated we need to educate and communicate with the community. Ms. Susan Adams stated that we have recently purchased ads at KMAN and are looking forward to upcoming interviews on their morning show. Ms. Marie Martin said that FHDC Foundation purchased airtime minutes to discuss the FHDC and the Flint Hills in general. Mr. Bruce Snead stated that they did that for two years as it was what they could afford.

Directors Report

Employee Update

Marketing Coordinator Position has been re-opened and interviews have been conducted. The plan is to have the position filled by September 26th.

Outreach/Special Events

National Day of the Cowboy was Saturday, July 23rd, from 10a.m. - 2p.m. with almost 900 in attendance. This was an increase of over 300 visitors from the previous year. There were a variety of events: *costume contest, line dancing, branding, cow chip toss, Buffalo Soldier station, calf roping, bull riding and buckboard rides.*

FHDC participated in the activities sponsored by the Tallgrass Prairie National Preserve on, Saturday, August 27th, to celebrate the 100th Anniversary of the National Park System. The FHDC team met with met with over 379 visitors at the event.

Family Day was on, Sunday, September 11th, from 12p.m. - 5p.m. This was our thank you and free day to the community. We had hands on learning about: *bison, rope making, monarch butterflies, and soil layers*. We partnered with six community agencies to promote their family focused-learning programs. Attendance was almost 1,300 visitors.

Exhibits

Amazing Dinosaurs closed on, **Sunday, September 11th**

Going Home, Hidden Histories of the Flint Hills, **September 24th – January 8th, 2017**

Going Home members only event will be Friday, **September 23rd, from 5:30 - 7:00p.m.**

To My Plate and Beyond & Maize exhibits, **January 21st – May 14th, 2017**

Design Zone & Brain Teasers, **May 27th – September 10th, 2017**

Duty First: 100 Years of the Big Red One (completely funded by the US Army Center of Military History and Ft. Riley, **September 23rd – January 14th, 2018**

Engagement Survey/Focus Groups

The FHDC has been working on the results of the New Boston Community Engagement report and begun the process of developing a five year strategic plan. It has been a great experience for the staff to think ahead of what more the FHDC could be to the community, region, state and nationwide. We plan to have a draft prepared for the next FHDC Advisory Board meeting for approval and recommendations to move forward to City Commission by December 2016.

FHDC Foundation Report

The City of Manhattan and the FHDC Foundation have been working with Swanson House Consulting to determine the next steps for the Foundation to increase their fundraising plans. It will be complete by the end of October 2016.

The MAPS project will have 150 maps installed in schools. They exceeded fundraising and have the potential growth if they have continued funding. Mr. Ron Wilson said that K-State Union will get their map in January because it is still being renovated. He also stated that there is funding for a second map and he recommended it was installed on the north side of campus opposite of the union map. Ms. Marie Martin also stated that the maps have been installed in a few independent businesses.

The Dave Kendall movie project is in the final production. It will be opening in two separate locations:

The Granada, Emporia: Saturday, November 12th showing at 7:00 p.m., reception at 8:30 p.m.

Wareham Theater, Manhattan: Sunday, November 20th showing at 1:00 p.m. and reception at the Flint Hills Discovery Center at 3:30 p.m.

New Business

Duty First Exhibit – Fall 2017

Ms. Susan Adams gave a proposal for the Duty First: 100 Years of the Big Red One exhibit to be held at the FHDC from September 23, 2017- January 14, 2018. This exhibit is showcasing specific soldiers throughout the eras beginning with WW1 and ending with today's soldier. The children's area is proposed to have an obstacle course and tell the story of RAGS (a hero dog from WWI.) This exhibit is completely funded by the U.S. Army Center for Military History and Ft Riley. The plan is that the items purchased for the exhibit would then be donated to the Flint Hills Discovery Center, excluding the artifacts that will be borrowed from the Military History facility and Ft. Riley.

At 5:16 p.m., Ms. Rose Bacon motioned to approve the Duty First exhibit design. Ms. Larie Schoap seconded. On vote, the motion carried 7-0.

Adjournment

At 5:18 p.m., Ms. Suzan Barnes motioned to adjourn and Ms. Larie Schoap seconded.