

**Flint Hills Discovery Center Advisory Board Meeting**  
**November 13, 2017**  
**4:00 P.M.**

Present were the following members of the FHDC Advisory Board, Mr. Ron Wilson, Ms. Rose Bacon, Ms. Larie Schoap, Ms. Vicki Patton, and Mr. John Pecoraro. Also present were FHDC Director, Ms. Susan Adams, FHDC Assistant Director/Development, Ms. Katharine Hensler, FHDC Foundation Director, Ms. V. Marie Martin, and FHDC Foundation President, Mr. Bruce Snead.

**Welcome**

At 4:05 p.m. Mr. Wilson called the meeting to order.

**Minutes**

Mr. Wilson moved to approve the minutes and Ms. Patton seconded. On vote, the motion carried 5-0.

**Old Business**

Ms. Adams thanked the FHDC Advisory Board for voting the hours of operation consistent throughout the year. She explained we plan to use the 9:00 a.m. time frame to offer special programming. The FHDC Staff would like to make a recommendation to continue the Thursday evening hours to service working parents, members, and other community member that have been enjoying the one evening that we are open late. Mr. Wilson asked for the attendance numbers for Thursday evenings. Ms. Adams did feel the continuation of Thursday evenings would not necessarily provide financial benefits but rather, service to our community. Mr. Wilson moved to approve keeping Thursday evening and Ms. Patton seconded. On vote, the motion carried 5-0.

**FHDC Report:**

*Attendance/Financial Report:*

Report of year to date of financials and attendance

*Staff Update:*

Molly Kurtz resigned as the Marketing Coordinator's position and her last day was September 1, 2017. We have hired a new Marketing Coordinator, Abriana DelTufo beginning employment on, Monday, November 6, 2017.

*Outreach/Special Events:*

- National Day of the Cowboy, *Saturday, July 22, 2017* – over (1200) in attendance
- Community Day, *Sunday, August 6, 2017* - over (1,800) in attendance and 15 community partners
- Star Spangled Saturday, *September 16, 2017*

**Exhibits:**

*May 27-August 6, 2017:*

***Design Zone & Brain Teasers*** – (14,124) in attendance

*August 26, 2017-January 14, 2018:*

***Duty First: 100 Years of the Big Red One*** - The US Army Center of Military History and Ft. Riley Museum have funded this exhibit.

*Members Opening*, Friday, August 25, 2017 - over (400) in attendance

January 27, 2018 - April 29, 2018

**Rainforest Adventure & Butterfly House**

- Partnering with Sunset Zoo
- In Kind donation from Blueville Nursery for: plants, water feature, and other landscape items
- Sponsorship from Capitol Federal

**Education Department:**

*Special Events:*

- Astronomy Night, *July 14, 2017* - (492) in attendance
- Partnering with KSU for the Total Solar Eclipse bus trip to Highland, KS – (371) in attendance
- Canteen & Cocktails, *November 4, 2017* - A night in the 1940's (104) in attendance

*Tallgrass Bus Tours:*

- Historic POW Camp & Atlas E Missile Site in Wabaunsee, *October 7, 2017* - (24) in attendance
- Eisenhower Library, Museum & Boyhood Home with a behind the scenes with their Curator, *October 28, 2017* – (8) in attendance

*Exhibit Lectures:*

- Ft. Riley's Focus on the Environment, *September 21, 2017* - (14) in attendance
- Film Screening "Whatever happened to Jim Sharp" & US Army Veteran's Panel discussion, *October 5, 2017* - (75) in attendance
- Tales & Recipes from Ft. Riley's Historic Community Cookbooks, *October 19, 2017* - (28) in attendance
- The Enemy Among Us: German POW's in the Flint Hills, *November 2, 2017* – (43) in attendance

FHDC participated in the Veteran's Day Parade on November 10, 2017

**FHDC Foundation Report**

The FHDC Foundation has been busy with the development of their fundraising campaign. The projects they are working on are:

- *Vistas*, two-page newsletter used as a communication vehicle which is sent out to over 4,000 people. It highlights FHDC, Foundation, and its FHDC Foundation Board members.
- Annual Fund Drive will include a letter with return envelope to provide easy donation process. This will continue annually and offers a tax deduction.
- Dave Kendall has developed another documentary; *Women in the Flint Hills* which will debut, March 2018. The FHDC Foundation is serving as the fiscal sponsors.
- FHDC Foundation has recently provided funds to provide maintenance to 2 projectors in the Immersive Theater.
- FHDC Foundation sponsored \$1000 for Veterans Day admissions.

Mr. Wilson thanked Mr. Snead and Ms. Martin for great work.

**New Business**

Ms. Hensler informed the FHDC Advisory Board about the new Sponsorship/Underwriter Program to achieve larger scale sponsorships. She provided the letter, including all benefits to the company that the

FHDC will use for this program. FHDC will look to find one \$25,000 Sponsor/Underwriter for temporary exhibits and Special events for the 2018 year.

In addition to this, FHDC will also look for three Supporting Sponsors at the \$10,000 level. Total touches provided by a single sponsorship exceeds 733,000, or less than \$.014 per touch.

Ms. Patton asked if there would be other opportunities for businesses that are unable to donate at this level. Ms. Hensler stated that we would not turn away donors and would evaluate on a case-by-case basis.

Ms. Adams notified the board of the date change for the FHDC end of year report which is given at the City Commission meeting. It is now scheduled for January 8<sup>th</sup>, at 7:00 p.m. The FHDC will reserve a room at city hall for the January FHDC Board meeting at 4:00pm. This will allow any interested board member to attend the city commission meeting.

Ms. Adams presented (6) month update for the Strategic Plan. The update was for each department at the FHDC. Mr. Wilson thanked Ms. Adams for such a detailed update.

Ms. Hensler presented a spreadsheet showing a comparison for possible membership fee restructuring. It would continue to provide discounts to Military, Educators, seniors, Students, and Volunteers. The fee would increase from \$20.25 to \$27.00. An adult membership would increase from \$22.50 to \$30.00. Youth would increase from \$10.00 to \$15.00. We would introduce a Family membership at the \$80.00 level. We would continue the Bluestem, Blue Earth, Flint Hills, and Horizon Memberships at the same dollar level. The Corporate Memberships would be changed and be handled on a base by base opportunity. Switching to the new price structure using this past year's admission numbers, are proposed to increase by \$17,000. Ms. Schoap moved to approve the fee changes and Ms. Bacon seconded. On vote, the motion carried 5-0.

#### **Public Comment**

Ms. Adams stated that she attended the Buttonwood Gallery exhibit for the Friends of the Konza Prairie. She said it was a great experience and was happy we were able to collaborate with them.

Ms. Bacon reached out to David Gaston to see if he would be interested in beginning now to take pictures of Harley Davidson riders through the flint hills. Our goal would be to use these images in the exhibit to showcase the many areas for riders to visit in the flint hills. Susan will be contacting him once the contract for the exhibit is finalized.

#### **Adjournment**

At 5:17 p.m. Mr. Wilson moved to adjourn the meeting and Ms. Patton seconded. The motioned carried 5-0.