

Flint Hills Discovery Center Advisory Board Minutes
April 9, 2018
4:00 p.m.

Present were the following members of the FHDC Advisory board, Ms. Rose Bacon, Mr. John Pecoraro, Ms. Vicki Patton, Ms. Mary Beth Reese, Mr. James Sherow, and Ms. Stephanie Imthurn. Also present were FHDC Director, Ms. Susan Adams, FHDC Assistant Director/Development, Ms. Katharine Hensler, FHDC Foundation Director, Ms. Marie Martin and Foundation President Mr. Bruce Snead.

Welcome

At 4:01 p.m., Ms. Bacon called the meeting to order. Everyone present introduced themselves to the FHDC Advisory Board Members.

Minutes

Ms. Patton moved to approve the minutes and Mr. Pecoraro seconded. On vote, the motion carried 6-0.

Old Business

Ms. Adams informed the FHDC Advisory Board that the exhibit *Dinosaur Discoveries* contract is in the final stages of completion and the exhibit has moved to fall of 2021.

Directors Report

Attendance/Financial Report:

Ms. Adams distributed the February monthly financial report for the center. Ms. Adams reviewed that our attendance numbers as well as our revenue were higher than last year's numbers.

Strategic Plan:

Discussion was held regarding the March 2018 update of the Strategic Plan by goal, department, accomplishments and dates.

Outreach/Special Events:

- Promoted the sale of Symphony in the Flint Hills tickets on Facebook page
- Sent out press release for KS Cowboy Poetry Contest at the FHDC on Friday, June 8th, 2018 at 7:00 p.m. This event will be free and open to the public.
- Flint Hills Festival will be on Saturday, May 19, from 10:00 a.m. – 5:00 p.m.
- Hosted with the FHDC Foundation, a reception for Dave Kendall's film, *Prairie Women* on Sunday, March 25th
- Inviting partners within the Flint Hills to participate in the Flint Hills Festival
 - Pioneer Bluffs
 - Symphony in the Flint Hills/Camp Wood
 - Tallgrass National Prairie Preserve
 - Volland Store

Exhibits:

Rainforest Adventure & Butterfly House - January 26 through April 29

- Members Only event hosted on Friday, January 25th with 400 in attendance
- On April 29th holding a butterfly release party at 2:00 p.m. with a variety of other hands on activities

Be the Dinosaur - May 12 through September 3, 2018

Bison & Wolves and the Wildlands - September 15 through January 13, 2019

- Konza Quilters Guild
- Farm Bureau 100th Anniversary display - November & December

Education Department:

- Received \$10,000 grant from Caroline Peine Foundation to complete the Interpretive Trail from third floor to first floor.
- Kansas Day - Sunday, January 28th: 258 in attendance
- STEM night - Thursday, February 8th: 245 in attendance
 - Event was free to all students and their families who attended Bergman, Northview, or Ogden schools
 - Funding received from the 21st Century Community Learning Center Grant - USD 383 & Westar Energy
- Received \$5,000 grant called *Science in Vivo* to host hands on learning about the Flint Hills at KSU football games. The first game will be the spring game - Saturday, April 21.
- Amber Myers, FHDC Programs & Education Animal Supervisor, received the KACEE Rising Star award, April 6, 2018.
- Meet the Makers held the week of Spring Break with 14 artisans on site in the atrium sharing the skills with guests.

FHDC Foundation Report

Mr. Snead talked about the documentary, *Prairie Women* which was recently shown in Manhattan and Emporia. With a reception being held at the center after the Manhattan showing. Around 200 in attendance at both locations. He highly recommended everyone see the documentary. He also stated they are working with the center for it to be shown in the Voices exhibit.

Friend of the Flint Hills is scheduled for Saturday April 14 at the FHDC. The award recipient is someone who recognizes the culture and ecology of the Flint Hills. This year we are recognizing Scott and Carol Ritchie. This is the 7th year for this recognition to be given.

The FHDC Foundation is preparing \$150,000 check for the City of Manhattan to cover Star bonds payment. \$450,000 of Mr. Bob Krauss and Ms. Marty Vanier's \$750,000 donation will help cover these bonds and given on an annual basis. The remaining balance will help cover the cost of the maintenance of the Horizon Ranch Flint Hills Immersive Experience Theater and fund the Foundation.

New Business

Flint Hills Festival – May 19

Ms. Adams invited the board to attend. The FHDC is utilizing the Blue Earth Plaza for the event. She informed the FHDC Board that we are closing Colorado and 3rd Street. Our goal is to reach at least 4,000 in attendance this year. Advance ticket sales will be available on Event Brite and it will be promoted on our website and social media to purchase tickets ahead of time. The event cost are the general admission prices but free to members. *Be the Dinosaur* exhibit will have opened the week before, so it will bring its own audience. There will be many activities for the whole family: food trucks, magician, music, bubble activity, obstacle course, vendor booths, climbing wall, and so much more.

Marketing Brochure/Annual Membership Drive

Ms. Hensler presented about the center hosting the first annual membership drive which runs from April 2- May 31. She will be sending an e-mail blast every Monday to promote the drive. Our goal is to increase by 10%. She believes that the opportunity for families to purchase a Family membership will be a huge selling point and increase our membership sales. There is a drawing that will be held at the end of the drive for any new or renew memberships the chance to win an FHDC gift basket filled with a variety of items. Ms. Hensler asked the board members to share information about the membership drive by word of mouth and social media. In addition to the drive, a new trifold marketing brochure will serve as a tool to increase membership sales. It is much more user friendly to read and easier to understand the membership opportunities. It includes a perforated membership signup sheet which will make it easier for new members to sign up.

Public Comment

Ms. Martin said she was taking RSVP's for the 2018 Friend of the Flint Hills on Saturday, April 14.

Ms. Bacon said she is always amazed at how much the Flint Hills Discovery Center and the Flint Hills Discovery Center Foundation accomplish.

Adjournment

At 4:55 p.m., Mr. Pecoraro moved to adjourn the meeting and Ms. Patton seconded. The motion carried 6-0.