

**FHDC Advisory Board Meeting**  
**July 8, 2019**  
**4:00 pm**

Present were the following members of the FHDC Advisory Board: Ms. Rose Bacon, Mr. John Pecoraro, Ms. Mary Beth Reese, Mr. James Sherow, Mr. James Laverty, Ms. Stephanie Imthurn, and Ms. Vicki Patton. Also present were, FHDC Director, Ms. Susan Adams and Ms. Mary Hildreth, Guest Services/Membership Manager.

**Welcome**

At 4:03 p.m., Ms. Bacon called the meeting to order.

**Minutes**

Ms. Reese moved to approve the January minutes and Mr. Sherow seconded. On vote, the motion carried 7/0.

**Old Business**

Ms. Adams presented the numbers for the membership drive. She explained the numbers were not as high as 2018 but explained that we offered the opportunity for our members to pre-purchase renewed memberships with our pricing that was going to increase in April 2018. This drove a lot of traffic on our 2018 memberships. We also introduced the Family Membership, which was very successful. The annual 2019 membership numbers are still looking good for the Flint Hills Discovery Center.

Ms. Adams presented an updated version of the History of Exhibits spreadsheet. She explained we have slowed down on booking exhibits because with each signed contract, requires a deposit and after that, the installments start. She hopes to keep the bulk of the payment of exhibits in the current year they display.

**Director's Report**

***Attendance/Financial Report:***

Report year to date financials and attendance

***Staff Update:***

Katharine Hensler, Asst. Director/Development resigned and last day will be August 9. She will be moving with her husband to El Paso, TX. Currently interviewing for the position. Ms. Adams mentioned her going away party is on July 31 from 6:00 p.m. – 8:00 p.m.

***Outreach/Special Events:***

- Flint Hills Festival was held on Saturday, May 11. Attendance was over (2,400.)
- National Day of the Cowboy will be held on Saturday, July 27 from 10 a.m. – 5 p.m.
- DaVinci Day will be held on Saturday, August 24 from 10 a.m. – 5 p.m.
- Community Day will be held on Sunday, September 15 from 12 p.m. – 5 p.m.

***Exhibits:***

**May 25, 2019-September 8, 2019**

Dream with DaVinci & American Institute of Baking (AIB)

- Partnering with American Institute of Baking to celebrate their 100 year anniversary

- Sponsors include: KS State Bank, Orazem/Scalora Engineering, AIB International, Kansas Gas Service, and FHDC Foundation.

### **September 21, 2019-January 12, 2020**

#### Zoo in You & Eat Well, Play Well

- Sponsors include: Blue Cross Blue Shield of Kansas, Manhattan Heart & Vascular Clinic
- Applying for Kansas Humanities grant to fund smaller exhibit with KS Learning Center for Health, Halstead Historical Museum, and Riley County Historical Museum
- Ms. Adams also stated that we would supplement this exhibit with an Iron Lung.

#### ***Education Department:***

##### Special Events:

- Storm Spotter Training - National Weather Service - April 11
- Hosted Behind the Scenes: Framed gallery tour with Jay Nelson (previous owner of Strecker/Nelson Gallery) - April 18
- Hosted Jackie Augustine who presented: Home on the Range: The Biology and Breeding Behaviors of Prairie Chickens - April 29
- Completed Prairie Chicken tours with (70) guests on (10) trips. This is the most tickets sold to date. City of Manhattan Parks shop built a new blind for viewing. Mr. Sherow asked if we could reach out to the Konza Prairie to see if they would be interested in letting the Flint Hills Discovery Center use the prairie for the Prairie Chicken Booming again. Ms. Adams said she would reach out to them.
- Tallgrass tour Bus: Scenic Chase County - April 27. Most popular trip that we offer and it is in its 4<sup>th</sup> year.
- Education staff participated in Environmental Education Enrichment Days - involves every 5<sup>th</sup> grade student in School District 475. We had over (300) students in attendance.
- Walk and Talk with Ted Cable - May 4
- Splash of Science every Friday at noon at the Blue Earth Plaza. This is FREE to the public.
- Wolf Spider Night Walk; June 7 and 8 with (53) in attendance
- Connect & Discover hands on programs on Saturdays during the summer at 11:30 a.m. and 1:30 p.m. in the FHDC dome.
- Meet the Neighbors a 2<sup>nd</sup> floor experience with live animals at 2:00 p.m. on Fridays during the summer.
- FHDC Foundation hosted National Campaign Chair, Mark Nutsch with a meet and greet event before Cowboy Poetry Contest on June 14 with over (200) in attendance.

#### **Strategic Plan update**

Ms. Adams presented updates to the status of the strategic plan. She highlighted some of the items that she felt were the greatest accomplishments. They were as follows:

- Update the FHDC Map and Education Program using Teachers Pay Teachers. We will launch the site by the start of the school year 2019.
- Gift Store Survey and the results to better appeal to our buyers. The results asked for more Kansas items and interactives in the store for children. She also explained that we are working on a redesign of our rock machine to make it more interactive. She explained the activity table in the atrium and how Ms. Penny Cullers, Gift Store Coordinator, redesigns it to relate to every

exhibit. We plan to get more feedback from our consumers and we are designing an attractive bison comment box for the gift store.

- Developed an infographic highlighting accomplishments and statistics for 2018 at the Flint Hills Discovery Center.
- Hired Jurina Watts as new Volunteer Coordinator.
- Served as key elements in the public launch of the Foundation's 5 million Next Vistas Campaign; supported the Friend of the Flint Hills Event, advised on development and marketing topics relevant to the operations of the foundation; helped set up social media accounts for the Foundation; provided support on various projects – graphic design, event planning, social media management, promotion, IT, etc.; facilitated the design and build of a donation receptacle that will be placed in the FHDC atrium.

### ***New Business***

Ms. Adams presented a spreadsheet with statistics of our attendance for 2019 for each Thursday from 5:00 p.m. – 8:00 p.m. Also on the spreadsheet, were staff expenses for the year-to-date and the amount the building can be rented for on a Thursday evening with potential lost revenue. She presented the option to remove Thursday evening hours with the option to schedule Group Visits on Monday – Thursday evenings. Mr. Pecoraro stated years ago when he served as a volunteer from 5-8pm, the Flint Hills Discovery Center was not busy. Ms. Patton commented that nothing we do should be carved in stone and we need to adjust to the needs. Ms. Patton moved that starting on September 5; the Flint Hills Discovery Center will close at 5:00 p.m. Ms. Reese seconded. On vote, the motion carried 7-0.

Mr. Lavery asked about the attendance was on Monday's. He was wondering if we should consider closing one day a week. Ms. Adams stated that Wednesdays are actually our slowest days, there has been discussion about closing one day a week but at this time she was not interested in proposing that idea. Ms. Hildreth stated the group visits are a large part of our attendance and many of them have strict days and times they are available to travel and cutting a full day might affect our group visits.

### **Adjournment**

At 5:00 p.m., Mr. Sherow moved to adjourn the meeting and Ms. Patton seconded.