

**FHDC Advisory Board Meeting**  
**October 14, 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, and Ms. Stephanie Imthurn. Also present were, FHDC Director, Ms. Susan Adams, FHDC Assistant Director/Development, Ms. Kendra Kuhlman, Guest Services/Membership Manager, Ms. Mary Hildreth, FHDC Foundation Director, Ms. V. Marie Martin, FHDC Foundation President, and Mr. Bruce Snead.

**Welcome**

At 3:57 p.m., Ms. Bacon called the meeting to order.

Ms. Adams introduced Ms. Kuhlman as the new FHDC Assistant Director. Ms. Kuhlman shared her background in teaching, development, and radio with her most recent work with Kansas Public Radio in Lawrence. She explained her husband's job brought them back to the Manhattan area, as they were students at K-State.

**Minutes**

Ms. Reese moved to approve the July minutes and Mr. Pecoraro seconded. On vote, the motion carried 6/0.

**Director's Report**

***Attendance/Financial Report:***

Report year to date financials and attendance

***Staff Update:***

Hired Kendra Kuhlman as Asst. Director/Development. Started her new position on August 19.

***Outreach/Special Events:***

National Day of the Cowboy, Saturday, July 27 from 10:00 a.m. – 5:00 p.m., almost 500 in attendance.

Community Day, Sunday, September 15 from 12:00 p.m. – 5:00 p.m., over 1,300 in attendance and financial sponsorship from Visit Manhattan.

Bison, Beef & Bourbon Foundation Fundraiser, November 2 at the FHDC. Tickets on sale now. Susan encouraged FHDC Advisory Board to attend.

***Exhibits:***

September 21, 2019 - January 12, 2020

*Zoo In You/Eat Well, Play Well/Microbes in Manhattan*

- Sponsors: Blue Cross Blue Shield of Kansas and Manhattan Heart & Vascular Clinic
- Applied for Kansas Humanities grant to fund smaller exhibit with KS Learning Center for Health, Halstead Historical Museum, and Riley County Historical Museum - Microbes In Manhattan

January 25, 2020- May 10, 2020

*American Adventure-Minotaur Mazes*

- Is an immersive educational experience set in 1607 in America that puts visitors into the shoes of the original colonists.
- We hosted a maze experience in 2018 with Rainforest Adventure. It was a huge success and increased spring attendance.

May 23, 2020-September 13, 2020

*Big League Fun*

- *Big League Fun* is an engaging educational exhibit experience for children and families. Emphasizing the science and math behind the game, the exhibit addresses key academic standards for school-age children, and entertains baseball fans of all ages.

**Education Department:**

During the summer, the FHDC education department offered the following to enhance the guest experience:

- Hands on Science program at the Blue Earth Plaza called *Splash of Science*. It was every Friday at 12:00pm.
- *Meet the Neighbors* a second floor experience with our live animals at 2:00 p.m. on Fridays.
- *Connect & Discover* hands on programs on Saturdays at 11:30 a.m. and 1:30 p.m. in the dome.
- *Astronomy Night* was held at Northview Park on Friday, July 12, about 400 in attendance.
- Participated with the Beach Museum on a summer event and then on September 28 with FHDC Education staff offering on site activities that connected with their messaging.
- *Tallgrass Tour Bus*, August 10, trip to Jeffrey Energy Center and KSU Triga Mark II Nuclear Reactor Facility.
- *DaVinci Day*, August 24, hands on activities tied to the exhibit. Partnered with KSU - College of Architecture Planning and Design.
- *Tallgrass Bus Tour - Secrets of Tuttle Creek*, September 14
- *Tallgrass Bus Tour - Explore Emporia*, September 21
- Free Jed Dunham Lecture, *1918: The Great War and the Terrible Flu*, September 24, 57 in attendance.
- *Tallgrass Tour Bus to Plumlee Buffalo Ranch* September 28, with 20+ guests.
- Education staff outreach to (3) KSU football games to interact with families.
- Body Science Saturday, October 12 from 10:00 a.m. - 2:00 p.m.
- Free lecture with Carrie Herman, Director of KS Learning Center for Health in Halstead, KS. She will speak on *Dr. Hertzler: The Horse and Buggy Doctor*, October 15 from 6:30 p.m. - 7:30 p.m.
- Completion of the Outdoor Classroom

Ms. Adams was the honorary chair for the *Visions of the Flint Hills*. She expressed it was a great opportunity to partner with Friends of the Konza and to get the exposure of the Flint Hills Discovery Center in front of a Kansas City audience.

Ms. Bacon asked about the process to sanitize toys during the flu season. Ms. Adams stated there is a schedule for cleaning the toys but said it would be a good time to add additional hand sanitizing stations in the playscape and exhibit areas.

### ***FHDC Foundation***

Ms. Martin shared the foundation has been heavily promoting the Bison, Beef, and Bourbon Fundraiser on November 2 on Facebook, with ads in the *Manhattan Mercury*, passing out fliers and ads in *Grass and Grain*. She also said they are still looking for individuals or businesses as sponsors. Many of the food and drink items for the event have been sponsored by local businesses.

Ms. Martin explained she will be reviewing the donated items for the silent and live auction and are looking forward to what the event will have to offer.

Mr. Snead mentioned they were busy with an audit this summer and four pending grants for the foundation. He also said that they are moving forward with the design and development bids and to set construction for the second floor children's area. He shared the City Commission will be asked for approval. Mr. Snead explained this process would be necessary to gain more details of the project so they can continue solicitations to reach the 2.1 million dollars.

### ***New Business***

Ms. Adams presented a fee increase for the FHDC admission, rentals and education rates. Proposed is a \$1.00 increase for admission rates, except for school group visits. Ms. Adams explained that schools are struggling to afford field trips and we didn't want to add to that potential issue and possible loss of income. Ms. Adams reminded the board that we have not had an increase in admission fees since the center opened 7 ½ years ago. The FHDC staff developed a document showing admission cost comparisons to other entities similar to the center. The graph included admission for science and history institutions in Kansas. Those in comparison were: Science City, Exploration Place, Kansas Children's Discovery Center, Cosmosphere, Wonderscope, Prairie Fire, Museum of Toys and Miniatures, and the Sternberg Museum. This comparison showed the center is below average in admission rates. The average adult rate was \$12.61. The average discounted rate was \$11.22. The average youth rate was \$9.44. Our current rates are \$9.00 for adults, \$7.00 for educators, senior, military, and students. Our current rate for youth is \$4.00. Ms. Adams also distributed the financial breakdown for the past 7 years comparing revenue and expenses and discussed the shortfall and the subsidy provided from the city. Mr. Sherow stated now that the FHDC has been open for almost 8 years we now have a better understanding of the operating costs that are needed to fund this center. Mr. Sherow reminded the board that the zoo and the pools also receive subsidy from the city. He said the pools, zoo, and the FHDC are all here to enhance the quality of life and enhance the city. The FHDC was built through the STAR bonds which were received to complete the South end development. The center is to serve as an attraction for the community and to bring outside guests. Which it has accomplished its purpose in many ways with its continued expansion of educational programming, traveling exhibit displays, community partnerships, gift store options, rental options and its very large membership base.

Ms. Reese moved to approve the proposed fee increase and Ms. Imthurn seconded. On vote, the motion carried 6/0.

Ms. Kuhlman presented our new promotion to purchase gift memberships this holiday season. She explained we have been working hard to make the process easy for our guests as we have software restrictions. Ms. Hildreth reminded the board that the city does not sell gift cards.

### ***Adjournment***

At 5:02 p.m., Mr. Sherow moved to adjourn the meeting and Mr. Lavery seconded.