

**FHDC Advisory Board Meeting**  
**January 13, 2020**  
**4:00 pm**

Present were the following members of the FHDC Advisory Board: Ms. Rose Bacon, Mr. John Pecoraro, Ms. Vicki Patton and Mr. James Laverty. Also present were, FHDC Assistant Director, Ms. Kendra Kuhlman, Guest Services/Membership Manager, Ms. Mary Hildreth and FHDC Foundation Director.

**Welcome**

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

**Minutes**

Due to the lack of a quorum the meeting minutes from the October 2019 were reviewed but there was no motion or vote to approve. The approval of October 2019 minutes will be moved to the April 2020 meeting.

Ms. Hildreth thanked Ms. Bacon for her years of service on the FHDC Advisory Board and presented her with a gift.

2020 Chair and Vice Chair Selection was moved to the April meeting due to lack of a quorum.

**Director's Report**

Ms. Kuhlman explained we are working on sponsorships for 2020. She shared a marketing packet that is utilized to solicit sponsors and asked the board for their assistance in connecting us to future sponsors. Ms. Kuhlman also discussed some of the 2020 special events: Flint Hills Festival on May 9<sup>th</sup> and National Day of the Cowboy on July 25<sup>th</sup>.

***Attendance/Financial Report:***

Report year to date financials and attendance.

The November 2019 financials were given to the board, as the end of the year financials have not been received. Discussion was had regarding the low attendance in 2019 and what the center is doing in 2020 to turn that around. The FHDC staff is working hard to offer promotions to drive traffic during slower months, continue to search for quality exhibits, and to continue offering gap activities in between exhibits.

Ms. Hildreth reviewed the increase of \$1.00 to admission prices that began on January 1, 2020. This is the first adjustment to rates since 2012. There has been little to no issues with the price adjustment. There were a few additional increases to the Education programs and rental fees.

***Staff Update:***

Amber Myers, Program & Education Animals Supervisor resigned in November 2019. Currently updating and posting position description to hire a new employee by late February 2020.

***Outreach/Special Events:***

- November 2 - *Bison, Beef & Bourbon* Foundation fundraiser at the FHDC. Great success! \$34,000 raised and purchasing an Augmented Reality Sand Table with \$10,000 of the funds.

- Hosted *Veteran's Appreciation Day* with free access to all military and their families. Funded by the FHDC Foundation. The FHDC partnered with KSU Military Affairs and offered the Virtual Reality trailer with the Apache Helicopter experience free to all.
- Open late November 29 for *Festival of Lights*. Over (500) in attendance at the FHDC.

### **Exhibits:**

#### **January 25, 2020- May 10, 2020**

##### *American Adventure - Minotaur Mazes*

- Is an immersive educational maze experience set in 1607 in America that puts visitors into the shoes of the original colonists.
- It is from the same company that offered in 2018 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:**

- Lecture Series for *Zoo In You* exhibit:
  - **October 15** - Presentation by Carrie Herman, Director of Learning Center for Health; Dr. Hertzler: *The Horse and Buggy Doctor* - over (70) in attendance
  - **November 19** - Presentation by Dr. Kelly Kindscher, Sr. Scientist Kansas Biological Survey Professor at KU; *Edible & Medicinal Plants of the Prairie* - over (120) in attendance
- Walk and Talk with Chuck Otte - November 2
- Breakfast with Santa events on December 7 & 14 were sold out – (150) per event
- New Year's Eve - Mad Scientist theme celebration event was sold out – (250) tickets

### **FHDC Foundation**

Ms. Martin reported they have received \$6,000 for the FHDC Annual Fund Drive. The Foundation also hosted their first fundraiser, *Bison, Beef, and Bourbon* event. It was a great success and looking forward to planning next year's event which will be held on October 24, 2020. This year's event raised over \$34,000 through silent and live auction items. \$10,000 was raised specifically to fund an augmented sand table.

The Foundation received 2 grants on behalf of the FHDC:

- BNSF Foundation – supporting 2<sup>nd</sup> floor Kids Scape campaign
- Caroline Peine Foundation- supporting the Outdoor Classroom
- Beach Family Foundation- supporting the Outdoor Classroom

During the first quarter of 2020 the FHDC staff and Foundation will be meeting with the City Commission for a RFP (Request for Proposal) bids for the 2<sup>nd</sup> floor Kids Scape project.

### **New Business**

Ms. Kuhlman presented information regarding a new option this year to purchase holiday gift-memberships. The holiday gift membership drive was a great success and we plan to expand on the project for 2020. Ms. Hildreth presented that we had a very successful year in membership revenue.

She presented membership sales numbers for the past three years. In 2018, we sold the highest number of memberships due to the Family membership option being added along with an increase in individual membership price increase and purchase early option. In 2019, we sold less memberships, but our revenue was the highest out of the three years. Ms. Hildreth indicated it was most likely because more families transitioned to the family member option. The FHDC surpassed the membership sales goals set by the city for 2019.

Ms. Bacon complimented the Volunteer/Staff Appreciation Holiday Dinner hosted at the FHDC. She stated how much she enjoyed serving on our board.

**Adjournment**

At 4:58 p.m. the meeting was adjourned.