

FHDC Advisory Board Meeting
January 10, 2022
4:00 pm
Blue Earth Room – Flint Hills Discovery Center
315 S. 3rd Street
Manhattan, KS 66502

Present were the following members of the FHDC Advisory Board: Mr. John Pecoraro, Ms. Vicki Patton, Mr. J.T. Lavery, Ms. Mary Beth Reese, Ms. Rose Bacon, and Ms. Susan Rensing. Also present were, FHDC Director, Ms. Susan Adams and FHDC Foundation Director, Ms. Lesley White.

Welcome

At 4:06 p.m., Ms. Patton called the meeting to order.

Minutes

Ms. Rose Bacon moved to approve the October 2021 minutes and Mr. Pecoraro seconded. On vote, the motion carried 6-0.

2022 Advisory Board Officer Selection

Mrs. Adams heard from City Clerk Office that we should be holding our officer selection at the April meeting after new members have been placed on the board. Board terms end on January 31st. The City Attorney is determining if Mr. Pecoraro will be allowed an additional term since he completed half of another board members term who departed the board early. So, he completed his 1st term with a year and a half and a 2nd term of 3 years. Will receive notification from City Attorney on how to move forward before the April meeting in which board officer elections will be held.

Old Business

Ms. Adams shared information about the Kidscape design process and the status of the project. If board members have suggestions/concerns, she suggested submitting those through e-mail or schedule a time to meet and review. The design phase is pretty much complete we are now finalizing items before they move to the construction phase. At this point the progress is on schedule and still planning for an opening on Friday, May 27th, 2022.

Director Comments

Wow, what a year of adapting! I want to first begin by praising the FHDC team, if they hadn't been so willing to change and adapt to situations, we wouldn't have survived this year. This fall we continued to stay on pins and needles waiting to see if our event would be held. Thank goodness all went well and we had some amazing community programs back and at full swing, Breakfast with Santa, and Family New Year's Eve party. Much of our team has stayed on focus to develop exhibits for the 2nd floor children's area. The Kidscape exhibit is still on schedule to open to the public on Friday, May 27th. The next big focus for our staff is celebrating the centers 10-year anniversary which we plan to promote throughout the year. The main kickoff will come at the Foundation event, Friend of the Flint Hills induction which Bruce Snead has been chosen as this year's recipient. That event is scheduled for Saturday, April 9th at the Conference Center. Bruce is a very worthy recipient for all his efforts to make sure that the center came to life 10 years ago and for his continued involvement with the Foundation for the past 10 years! A big thank you to each of you and our community members who continue to support the center!

Staff Update:

Three positions are still open at the center, Curator of Education, Marketing Coordinator, and part time Volunteer Coordinator.

Outreach/Special Events:

- The building was open for the community on Friday, November 26th to coincide with the Festival of Lights tree lighting. Open from 6pm-8pm and had over 600 people entered and had over \$600 in Gift Store sales.

Exhibits:

January 15-May 8, 2022-Measurement Rules

<https://pittsburghkids.org/pages/measurereental>

May 21-September 11, 2022-Big League Fun

<https://www.bbcmkids.org/big-league-fun/>

September 2022-January 2023-How People Make Things

<https://thediscoverynetwork.org/exhibit/how-people-make-things/>

January 21, 2023-May 7, 2023-Dinosaurs: Fossils Exposed

<https://thediscoverynetwork.org/exhibit/dinosaurs-fossils-exposed/>

May 20, 2023-September 4, 2023--Mission Aerospace

https://www.minotaurmazes.com/wp-content/uploads/pdfs/Mission-Aerospace/brochure_24.pdf

Development/Marketing

- Secured a \$2,500 sponsorship from Capitol Federal Savings Bank for the Measurement Rules exhibit
- Secured sponsorships from Hy-Vee, Flight Crew Coffee, Chick-fil-A, and Complete Music and Events for the holiday programs valued at over \$2,500
- Marketing Coordinator Emma Snyder resigned from her position effective November 23. Interviews for the vacant Marketing Coordinator position are ongoing and we expect to fill the position in early 2022.
- Started new weekly “Flint Hills Business Spotlight” series on social media to highlight unique businesses within the Flint Hills Region

Education Department:

- Interviews are ongoing for the Curator of Education position. We plan to make a hiring decision in early 2022.
- Returned to in-person Holiday Events this year.
 - Completed two SOLD-OUT sessions of Breakfast with Santa for over 300 adults and children.
 - Ran a successful SOLD-OUT Family New Year’s Eve: Prehistoric Party event for over 225 adults and youth.
- Restarted our normal school-year Adventure Camp program, including 12 camp days for youth in grades K-2. All but three sessions were sold out. Completed without any COVID outbreaks or incidents.
- Completed the final report for the \$10,000 Virtual Programs Grant via the FHDC Foundation. Served 641 youth in 31 free virtual education programs. Purchased additional software and hardware for our distance learning technology cart. Purchased over \$3,000 in new education resources.

Rentals:

Rentals have begun to increase and restrictions for number of people and limited catering has been lifted. We have hired a couple of seasonal staff to assist with the larger number of events.

Volunteer Program:

Our volunteer support is still present in the building and increasing every day. Jonathan Mertz has been serving as interim in that position and has been recruiting new volunteers. He has also been working with our past volunteers to assist with their comfort level in returning.

Volunteer Hour total year to date: 1,658

Guest Services/Membership:**Admission Attendance:**

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total
2019	3202	3420	5161	2584	6353	4314	5159	4264	4232	2914	3376	2483	47,462

2020	3393	3404	1938	0	0	388	1772	1682	1558	1695	1394	1281	18,505
2021	1659	2219	3337	2106	3657	4287	5691	3370	2432	3379	3544	3663	39,344

According to ASTC the nation average for 2021, average museum attendance is 63% of 2019. The FHDC admission attendance for education/rentals/admission is 69% of 2019. If we compare admission attendance only, we are 83% of 2019.

2021 Revenue:

	Admissions (Including nontaxable)	Gift Shop	Education	Rentals	Membership
2019	\$ 159,142	\$ 62,870	\$ 52,722	\$ 79,547	\$ 70,255
2021	\$ 166,527	\$ 80,144	\$ 42,565	\$ 45,491	\$ 53,379
Revenue % of 2019	105%	127%	81%	57%	76%

Even though attendance is down for the year, attendance and gift store revenue have exceeded the revenue of 2019. The gift store sales expectation set by the City of Manhattan was \$70,000. The gift store exceeded this by a little over \$11,100.

Membership Sales Comparison:

	2017	2018	2019	2020	2021
January	290	417	358	350	220
February	252	362	300	298	212
March	262	502	418	213	358
April	231	354	207	12	189
May	302	378	294	1	257
June	266	368	309	86	337

July	334	337	305	168	253
August	262	350	363	171	138
September	162	249	256	148	164
October	166	176	247	206	255
November	178	203	189	366	254
December	292	313	357	229	330

TOTAL	2997	4009	3603	2248	2973
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2018 was our record memberships sold in a year. Memberships are on the rise again even though we are still in the pandemic. 2022 playscape expansion and re-design will bring additional opportunities to grow the membership program.

FHDC Foundation

2021 was an exceptional year for the Flint Hills Discovery Center Foundation! The first big accomplishment came in the form of tax credits. The state of Kansas awarded the Foundation the single largest amount of tax credits in the state, \$192,500, and we used them all in full by the end of November. That funding is dedicated to the KIDSCAPE project.

We hosted the second Bison, Beef & Bourbon event on Saturday, October 23. It was a wonderful success, raising over \$28,000. We placed the proceeds from the event in the Campaign Fund for KIDSCAPE. Next year's event is scheduled for Thursday, October 20, 2022.

Each year the Foundation nominates an individual, couple, non-government organization or public institution that has devoted significant time, effort, and resources in the conservation of the Flint Hills as our Friend of the Flint Hills. This year we are honored to recognize Bruce Snead. This celebration will focus on his contributions as Foundation President for the past 10 years along with the 10-year anniversary of the Flint Hills Discovery Center. The night will be filled with great food, music, and a walk down memory lane with all the FHDC has accomplished! Please mark your calendars for Saturday, April 9, 2022.

The Foundation is so grateful to have such a tremendous team working on the design of KIDSCAPE. The Foundation has made two payments to the city to date. Construction will begin in early spring with a tentative opening date of May 27, the Friday of Memorial Day weekend. The Foundation is funding the project through private donations and grants. The initial goal was \$1.3 million but an additional \$200,000 would allow us to incorporate an interactive technology board, along with an endowment to support that technology. We are so close to reaching our goal! Recently, the Foundation has received the following donations/grants: Weary Family Foundation, Richard and Mary Jo Myers Family Foundation, and Wallace Foundation.

The Flint Hills Discovery Center Foundation will be participating in the Greater Manhattan Community Foundation's Grow Green Day on Friday, April 22. Additional information will be coming soon on how you can contribute. Funds raised support FHDC programming, camps, education items, and equipment.

New Business

Ms. Adams read a thank you card the FHDC received from the Art & Light Museum regarding a letter of support that was submitted on their behalf for National funding. Currently the plans are for the new museum to be across the street from the center at 3rd and Pierre.

The exhibit team will be researching an exhibit for the center to host in fall of 2023 and then forecasting additional exhibits for 2024. The newest exhibit, Measurement Rules will open to the public on Saturday, January 14.

Ms. Adams also announced that the center is promoting the Flint Hills Tourism Coalition Passports program. Encouraging board members to go out and purchase their copy to support the program.

Adjournment

At 4:53 p.m. Ms. Patton adjourned the meeting.