



City of Lawrence

CITY COMMISSION

MAYOR
MIKE AMYX

COMMISSIONERS
LESLIE SODEN
STUART BOLEY
MATTHEW J. HERBERT

DIANE STODDARD
INTERIM CITY MANAGER

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September 15, 2015

The Board of Commissioners of the City of Lawrence met in regular session at 5:45 p.m., in the City Commission Chambers in City Hall with Mayor Amyx presiding and Commission members Boley, Hebert and Vice Mayor Soden present.

A. RECOGNITION/PROCLAMATION/PRESENTATION:

1. Proclaim the week of September 17 – 23, 2015 as Constitution Week.

B. CONSENT AGENDA

It was moved by Commissioner Herbert, seconded by Vice Mayor Soden, to approve the consent agenda as below. Motion carried unanimously.

1. Receive minutes from various boards and commissions:

Building Code Board of Appeals meeting of 07/23/15
Mechanical Board of Appeals meeting of 06/11/15

2. Approve claims to 174 Vendors in the amount of \$2,874,418.54.
3. Approve licenses as recommended by the City Clerk's Office.

Drinking Establishment

Expiration

Panda & Plum Garden
Panda & Plum Garden LLC
1500 West 6th St.

September 7, 2015

Noodles & Company
The Noodle Shop Co Kansas LLC
8 West 8th St.

September 8, 2015

Conroy's Pub
Frankie & Tommy's Inc.
3115 West 6th St. Suite D

September 30, 2015

4. Approve appointments as recommended by the Mayor.

Citizen Advisory Board for Fair and Impartial Policing:

Appoint Adrian Jones (785.832.3106) to a position that expires 03/01/17.



Historic Resources Commission:

Appoint Brenna Buchanan Young (785.760.6993) to a term that expires 03/01/16.

Deferred Housing Advisory Committee:

- Dr. Emmanuel Birdling
- Stuart Boley, City Commissioner
- Rebecca Buford, Tenants to Homeowners
- John Harvey, Habitat for Humanity
- Dana Ortiz, Family Promise
- Shannon Oury, Lawrence Douglas County Housing Authority
- Jan Schaake, Clovis Construction/Lawrence Home Builders Association
- Nancy Thellman, County Commissioner
- Rev. Matt Sturtevant, Justice Matters

5. Adopt on second and final reading, the following ordinances:
 - a) Ordinance No. 9156, to rezone (Z-15-00329) 4.87 acres from CN2 to CS, located at 2100 W 25th St & 2435 Iowa St.
 - b) Ordinance No. 9157, to rezone (Z-15-00330) 7.26 acres from CN2 to CS, located at 2525 Iowa St.
 - c) Ordinance No. 9158, to rezone (Z-15-00332) 2.66 acres from IG to IL, located at 808 E 28th St.
 - d) Ordinance No. 9159, levying the maximum assessments for the construction of public improvements, including signalization of the intersection at 6th Street and Champion Lane.
6. Authorize staff to advertise a Request for Proposals, RFP B1545, for the Biosolids Beneficial Re-use Program.
7. Authorize the Interim City Manager to execute an easement agreement for a term of 25 years with the US Army Corps of Engineers for the Clinton Water Treatment Plant Raw Water Pump Station, Transmission Main and Electrical Conduit.
8. Approve a street event permit for the Kansas Half Marathon and 5K to close various streets downtown and throughout Lawrence from 7:00 a.m. to 11:00 a.m. on Sunday, November 1, 2015. Approve the donation of City Services from Fire Medical and Police Departments for this event.
9. Approve a street event permit for the Lawrence Old Fashion Christmas Parade event to close various streets downtown on Saturday, December 5, 2015, from 11:00 a.m. to 12:15 p.m.
10. Approve a street event temporary use of right-a-way permit allowing the closure of W. 29th Terrace, between Iowa Street Frontage Road and Four Wheel Drive on Friday, October 2, 2015, from 8:00 a.m. to 11:59 p.m. for the Rock the Block, Kick Cancer Event and adopt on first reading, Ordinance No. 9147, allowing the sale, possession, and

consumption of alcohol on W. 29th Terrace, between Iowa Street frontage road and Four Wheel Drive, on Friday, October 2, from 12:00 p.m. to 10:00 p.m. during the event.

11. Approve a street event permit for the Lawrence Bicycle Club's 2015 Octoginta, closing Massachusetts Street from 11th Street to 13th Street on Sunday, October 4, 2015 from 6:30 a.m. – 9:00 a.m.
12. Approve a street event permit for the KU Homecoming parade and Pep Rally event to close the 100 block of East 8th Street Friday October 30, 2015 from 1:30 p.m. to 11:00 p.m. Adopt on first reading, Ordinance No. 9150, allowing the sale, possession, and consumption of alcoholic liquor on public property on the 100 block of East 8th Street on Friday October 30, 2015 from 1:30 p.m. – 11:00 p.m., for the KU Homecoming Pep Rally event.; provided the sale, possession and consumption of alcoholic liquor are pursuant to City of Lawrence and State of Kansas law.
13. Approve as a sign of community interest, a request from the Pilot Club of Lawrence to place a sign at the northwest corner of 23rd and Harper Streets promoting their annual antique show and sale at the Douglas County Fairgrounds from September 18 through September 19, 2015.
14. Approve as signs of community interest, a request from the Lawrence Home Builders Association to place directional arrow signs at various locations from September 26 through October 5, 2015, for the Fall Parade of Homes event.

C. CITY MANAGER'S REPORT: None

D. PUBLIC COMMENT: None

E. REGULAR AGENDA ITEMS:

1. **Consider the following items related to the Maple Street Pump Station, Project No. PW1133:**
 - a) **Consider awarding Bid No. B1542, base bid and alternate bid using RCP Pipe, in the amount of \$5,937,631.50, to Nowak Construction, Inc.**
 - b) **Consider adopting Resolution No. 7141, ordering the improvements and authorizing the issuance of General Obligation Bonds for the construction of the Maple Street Pump Station, in the amount of \$1,750,000.**

Matt Bond, Stormwater Engineer, presented the staff report.

Vice Mayor Soden: Did you say that dollar amount included Lyons Park or not? You called it an alternate option.

Matt Bond: Yes. 5.9 is the alternate as well.
Stormwater Engineer

Vice Mayor Soden: Okay, I just wanted to make sure. Thank you.

Mayor Amyx: That was my question also. I just wanted to make, yeah, for

sure that that's the deal.

Matt Bond:
Stormwater Engineer

Yep. There's a lot of numbers to [inaudible 00:00:24].

Mayor Amyx:

Anything else? Thanks. Public comment?

Ted Boyle:
North Lawrence
Improvement Association

Good evening, Mr. Mayor, Madam Vice Mayor, and Commissioners. This has been a long time coming. People are really excited about it. The only thing I'd like to say before I get into this is I'd like to thank the Mayor and the Vice Mayor for attending North Lawrence Potluck Picnic last night.

Mayor Amyx:

It was food. I came for food. It was fun. Thank you

Ted Boyle:
North Lawrence
Improvement Association

Mike didn't have much to say, he just had his fork in there all the time. We really appreciate you coming, so thank you. Back to the pump, this is a thing that we have been waiting for over 20 years. I remember when the stormwater study was done. North Lawrence Improvement encouraged that happening. Then '08, the sales tax was voted on, and numerous things, infrastructure, transit, fire station, and at that time, we had a sales tax audit committee. Of course, I'm on that, from the very beginning to now. I've been watching it slowly build up to get the money to do this pump. It's been a slow process. This extra one and three quarter million dollars that we need to complete the entire project. Matt and I have been talking about this project probably since the stormwater study was done. When the stormwater study was done, it was \$16,000,000 worth of improvements needed to be done in North Lawrence, and then \$25,000,000 worth of improvements in Grant Township or around the airport at that time. It was up there around 45,000,000. This money here we believe is well spent. This is the heart of North Lawrence where we're having these flooding problems. This City has bought a couple properties out over the years because of the stormwater. This is all stormwater. This isn't anything from the river or anything like that. It's a development of the 150 so homes that have been built in the last 20 years, which we've welcomed, but the storm drainage situation wasn't taken care of at the time that those houses were developed. Now we're on the eve of breaking ground. Matt has done a tremendous job of figuring this out. We've downsized this pump several times. Like I say, he has really worked with North Lawrence on it, and we believe that this pump will accomplish the goal like we need it to, and this is to remove the stormwater out of the heart of North Lawrence. I would encourage you to vote yes, pass this resolution on this stormwater and the alternate, so we can get everything done at one time and you won't have to hear me come up here and talk about stormwater. I'll go to other things. Thank you.

Mayor Amyx:

Thanks Ted. Thanks for all your work on this also. Ted obviously believes that North Lawrence is going to be like the Mojave after this pump's put in. Other public comments? Nobody here is to talk about this pump? Okay. Any other public comment? Hearing none. Back to the Commission. I know for myself, I seem like I've been a part of this project for a long time also. I think that it is an extremely good project in the fact that the alternate takes care of the Lyon Park part of North Lawrence also, which is something that we've been trying to get done for a long time. The other part that the four and a half million dollars is being paid for out of the infrastructure sales tax, and then we're using our stormwater. We're going to debt service the other part, and then the stormwater fund is going to be used to cover that that debt service in, what, \$220,000 a year, something like that? It sounds like we've done a very good job of putting together the financing and something that fits into our overall plans. I think it's a good project. I wish there was a way. I think we've thought about every way to bid this to get it to come down as low. I think we're finally at a point where if we want this to happen, I think we've got to do it tonight. Other comments?

Vice Mayor Soden:

It needs to be done.

Commissioner Herbert:

I'm excited to hear what Ted brings back in the future. I know he's not gone.

Moved by Commissioner Boley, seconded by Commissioner Herbert, to award Bid No. B1542, base bid and alternate bid using RCP Pipe, in the amount of \$5,937,631.50 to Nowak Construction, Inc.; and, adopt Resolution No. 7141, ordering the improvements and authorizing the issuance of General Obligation Bonds for the construction of the Maple Street Pump Station, in the amount of \$1,750,000. Motion carried unanimously.

2. **Consider the following requests from the Lawrence Arts Center:**

- a) **Consider request from the Lawrence Arts Center for \$100,000 in transient quest tax funds to support the 2016 Free State Festival Request.**
- b) **Consider recommendation from the Lawrence Cultural Arts Commission that the City of Lawrence partner with the Lawrence Arts Center in its application for the National Endowment for the Humanities Our Town Grant.**

Susan Tate, CEO, Lawrence Arts Center, presented a video and their staff report.

Commissioner Herbert:

You were telling me, the budget for last year was 335, correct?

Susan Tate:
Lawrence Arts Center

That's correct.

Commissioner Herbert:

Of which the city provided 60?

Susan Tate:
Lawrence Arts Center

That's right.

Commissioner Herbert:

I hate to put you on the spot with math here.

Susan Tate:
Lawrence Arts Center

I can do math.

Commissioner Herbert:

In terms of a percentage, what percentage are ... The 100 and the 400 is pretty easy to do, that you're asking for a 25% city funding. 60,000 into 335, how does that compare?

Susan Tate:
Lawrence Arts Center

I don't know the exact percentage.

Commissioner Herbert:

I can do it here real quick.

Susan Tate:
Lawrence Arts Center

That's okay. It's about 30%.

Commissioner Herbert:

I guess my question is, as I understand it, even though you're asking for an increase in funding, the percentage the City is covering is actually reduced, is that correct?

Susan Tate:
Lawrence Arts Center

Yes, we're increasing, we're also increasing the amount of funding that we're willing to raise. We're also increasing the amount of revenue we expect through concessions. We feel the responsibility for a successful Free State Festival. We also believe in the value of the events that are free and open to the public, and keeping the cost down on all ticketed events. We know that there are market-driven festivals, so we could create a pass that is expensive, that covers all of the costs for everything that's happening during the festival, but that has not been the spirit of the Free State Festival, and that's not the way we want to go. We also want to pay artists, visual performing artists, for the work they're doing for the Free State Festival. We expect increases this year in the area of marketing, but mostly in the area of artists' commissions. Did you get to that percentage answer?

Commissioner Herbert:

Yeah, so it looks like it's bumping up, I believe, from 18% to 25. Is that correct? Okay.

Mayor Amyx:

If I remember right, the advertising part and the promoting part of Lawrence, Kansas is 20% of the total budget, is that right or 20% of our 100,000?

Susan Tate:
Lawrence Arts Center

That is 20% of your 100,000.

Mayor Amyx:

That's what I wanted to know. Thank you.

Susan Tate:
Lawrence Arts Center

We broke out the budget in a very simple way, but \$20,000 goes straight to marketing Lawrence, Kansas. I did want to say, in case you don't have any other questions, that the Free State Festival wouldn't be possible without the City of Lawrence. It's a lot more than the money involved, but rather, the Public Works Department works very closely with us, as do all the departments, the Public Relations Department, as we develop the festival. What we're asking now is for you to signal your intention to support the Free State Festival at a higher level in 2016. That immediately puts us in motion to bring in \$3 in revenue for every \$1 the City commits now, at least in our current working budget. Then, as the festival begins to take shape, because we must contract with artists now, with performers now, and with people who are coming into town to speak, and with the marketing people now, to do this festival, which really takes months and months and months, a full year to prepare, this is why the deadline. The City of Lawrence works with us on anything that takes shape as a public event, so anything that's on any street, East 9th Street, New Hampshire Street, anything that's on the public right of way goes through a special, separate permitting process. As you know, everyone in the public gets an opportunity to comment on that. We draw diagrams, we pay a fee. We move that forward in a separate and very public basis.

Mayor Amyx:

Any other questions? Thank you.

Susan Tate:
Lawrence Arts Center

Thank you.

Mayor Amyx:

Other public comment? Any other public comment on this item or these items? Really? Okay, back to the Commission. No other public comment? Hearing none, here we are. Before us tonight, the request of the increase from 60 to \$100,000 in transient guest tax funds. We have, through the budget process, as I understand there is \$30,000 available that we've placed in the budget. Is that right, Diane?

Diane Stoddard:
Interim City Manager

There was \$30,000 in the draft Convention and Visitors Bureau budget that I believe that was set aside for a sponsorship of the Explore Lawrence of the Free State Festival. In addition, during your budget process, there was \$150,000 in guest tax money that the Commission set aside for support of festivals and events. That was to be a grant program. What we had visited about was staff would come back some time here this fall with recommendations regarding guidelines and how that process would work, and then that pot of funding would be available for various groups to apply for and for the Commission to consider all requests together. Those were the two things that were

provided for on the 2016 budget.

Mayor Amyx: The \$30,000 would be a part of the \$100,000 then, if we chose to fund 100, right? It's not in addition to? We're not looking at 130?

Diane Stoddard:
Interim City Manager It very well could be part of the 100. I think that the intention of the Convention and Visitors Bureau when they put together that draft budget, which again, I think Megan would say, it was a draft, because the board would need to approve that. That's one of the items that was on your agenda this evening is the discussion of the formation of that board. That money could be married with other funds to match the amount that is being requested, if that's the Commission's direction.

Mike Amyx: I got another question in a minute, but other questions?

Commissioner Herbert: Putting aside the \$150,000 number and the \$30,000 number, where does our transient guest tax reserve fund sit right now, total dollars? That's a "you" question. This is your moment.

Bryan Kidney:
Finance Director As you recall as part of the budgeting process, we were moving the reserve fund into the operating transit guest tax.

Commissioner Herbert: Right. That \$700,000 is operating on the assumption that 150 has been given away for the...

Bryan Kidney:
Finance Director No.

Commissioner Herbert: That has not?

Bryan Kidney:
Finance Director That is not. I don't believe that 100,000 was in the reserve, no. If the 100,000 were to be taken...

Commissioner Herbert: No, I'm sorry, I'm talking about that the original plan was to have a grant process and have people compete for 150. That 150 had already been accounted for when we say there's 700,000 left over.

Bryan Kidney:
Finance Director The 150,000 is the beginning of 2016. That's part of the budget process. That 700,000 that I'm talking about is, we're closing out that reserve fund, and then that 700,000 is being added to the regular transient guest tax, which brings in about 1.5 million a year. That 150,000 then is taken out of that total pool.

Mayor Amyx: The new governing board, Explore Lawrence, is that \$700,000 their new starting budget?

Bryan Kidney:
Finance Director No.

Mayor Amyx: It's not?

Diane Stoddard:
Interim City Manager No.

Mike Amyx: This is purely reserve?

Diane Stoddard:
Interim City Manager Reserve.

Bryan Kidney:
Finance Director Yeah.

Mayor Amyx: Other question, Matt?

Commissioner Herbert: I'm good.

Mayor Amyx: Stuart?

Commissioner Boley: I don't have a question. I'm not real thrilled about the cycle budget requests. The reason that we're putting this process together is so that we have a system during our budget cycle to deal with requests like this. We're in a transitional period right now, but this is not really where I want to be, dealing with this kind of request. I'd rather have it in the budget cycle.

Vice Mayor Soden: I agree with that.

Mayor Amyx: I've always agreed with that, I want you both to know, all three of you to know that. This is one of those times where I've tried to figure out, because as I understand, deadlines for applications, those kinds of things, and I don't ... What is it, October 8th or something I think was the deadline that I saw for something? Anyway, because of that, in realizing we're not going to have everything put together to be able to deal with this kind of request, I don't know of another way to get around it other than the Commission-

Commissioner Boley: I agree.

Mayor Amyx: Other than the Commission deal with it.

Commissioner Boley: I'm just saying that-

Mayor Amyx: I have voted against requests that have come out of cycle, I want you to know, but this one, I have tried to figure out all weekend how that we would not have to deal with this, and I don't see a way. That being said, the request before us is \$100,000.

Commissioner Herbert: The reason I was getting to that 700,000 reserve, a lot of the feedback I received, and I'm sure all three of you did as well, is the concern was that there seemed to be an attitude of jumping in line, so to speak. I guess my question would be that if we have \$700,000 in a reserved fund, why does it necessarily have to come from this 150 that we've set aside with this specific process? We can talk deadlines all day and night. The real world doesn't operate on bureaucratic deadlines. We can have the festival or we cannot. If we operate under strict bureaucratic deadlines, we're going to shoot ourselves in the foot.

Commissioner Boley: We budgeted for 2016 with the idea that there would be this reserve that rolls into the transient guest tax fund. Then we spend a lot of money in the 2016 budget out of this fund on a variety of things, with the idea that this money would go in and then they would spend a lot of it. That's what we did in our 2016 budget.

Commissioner Herbert: Bryan, this is another question for you, I'll give you the heads up on this one.

Bryan Kidney:
Finance Director Thank you very much or I'll put my foot down.

Commissioner Herbert: Am I correct that our transient guest tax fund is over-performing?

Bryan Kidney:
Finance Director The revenue has been increased, but if you recall, during the budget process, as Commissioner Boley said, there are a lot of things now coming out of the normal fund, and if I recall on the long-term forecast in that fund, it was pretty tight, because we moved over some of the downtown beautification program into that fund also.

Commissioner Boley: We also increased the DMI CVB allocation significantly, which is why they have \$30,000 to put towards the Free State Festival.

Casey Toomay:
Assistant City Manager Commissioner Herbert, to address your idea of jumping in line, I thought, my understanding of the conversation was that this would be in addition to that 150,000, not-

Commissioner Herbert: That's what I'm trying to clear up, that it's not, because there were several emails that were addressed to me from individuals. Like Eric Kirkendall was one that comes to mind, where he had said, "Hold on a minute, The Makerspace, we've been waiting for this application process, and so it's not fair that suddenly..." "I just want to clear up that the \$100,000 being requested tonight doesn't, in any way, shape, or form, remove him from receiving his share of that \$150,000, correct?"

Diane Stoddard: I think that would be up to the Commission to decide any kind of

Interim City Manager change in the allocation of the 150.

Commissioner Boley: If we bump the Arts Center to 100,000 in 2016, then the next year, are we going to increase the 150 to who knows what? I think that the TGT's doing well, but it's not doing that well.

Commissioner Herbert: I guess for me it's a sense of priorities. If we're spending TGT funds to plant flowers downtown, are you willing to say that this is less valuable than a bed of mums?

Commissioner Boley: How much are we spending on flowers downtown?

Mayor Amyx: It's significant.

Commissioner Herbert: A bed of mums is beautiful, but ...

Commissioner Boley: We have volunteers planting those too.

Mayor Amyx: In the reserve fund, what we would need would be \$70,000, in addition to the 30. Is there \$70,000 that we can make available to do this if we choose?

Diane Stoddard:
Interim City Manager Certainly.

Mayor Amyx: Without touching the 150?

Diane Stoddard:
Interim City Manager Yes.

Commissioner Boley: Except that it won't be there when we start our 2016 budget. You can only spend it once.

Mayor Amyx: That's what I'm saying.

Commissioner Boley: Yeah, it does affect the 150. It affects the balance of the transient guest tax fund. If you don't have it there when you start 2016, it's not going to be there when you come around in budget time.

Mayor Amyx: You say that we have a one-time deal?

Commissioner Boley: You spend it once, it's not there anymore.
Mayor Amyx: I understand that.

Commissioner Boley: What I'm saying is that we crafted the 2016 budget with the idea that there would be a reserve that would roll into the transient guest fund.

Mayor Amyx: That's what I'm asking. We have the moneys available. Everybody says we have them available right now to do this

project if we choose. What does that affect for the 2017 budget if we decide to do it? We can't have the festival in two years?

Commissioner Boley: At the \$100,000 level, probably not. I think I'd look to Casey on this one. We spent a lot of that transient guest tax money in the 2016 budget, so even though there's more coming in and there's more going out, and we want to keep some reserve there.

Casey Toomay:
Assistant City Manager I think the point you're trying to make, Commissioner, is that, yes, its \$70,000 this year, or the difference, but then next year it would be 100,000, and you'd spend down your reserve fund in seven years. Now whether or not it stays in the reserve fund or moves into the regular guest tax fund doesn't matter. It's still the same pot of money that's going in as a one-time flux. If you look at our regular, in the 2016 budget, we assume 1.6 million coming in from TGT. That's really what you should say is your operating budget. Of that, we budget 300,000 to go to our staffing positions that we've added for communications, to assist with the CVB, and our Parks and Rec folks that we moved out of the parking fund to pay for the downtown beautification efforts, 1.2 million of contractual stuff, which makes up the amount for Explore Lawrence, for DMI, for Sister Cities, for Watkins Museum, for Theatre of Lawrence, all those kinds of things, then an additional 30,000 for the commodities piece of the downtown beautification effort. All of that totals a lot closer to your 1.6 that's coming in on an annual basis. I think that's what you're trying to get at.

Commissioner Boley: Exactly, right, yeah. Thank you.

Casey Toomay:
Assistant City Manager Does that answer your question, Mayor?

Mayor Amyx: Both of you are saying then, we can't sustain \$100,000 a year, based on the current revenues that we forecast, right?

Commissioner Boley: Yeah.

Casey Toomay:
Assistant City Manager And the current expenditures. Keep in mind that of that, our Watkins Museum pledge was a three-year pledge, the Theatre of Lawrence pledge was a five-year pledge. As those roll off, then you're talking about a different story.

Commissioner Boley: This is why we need to do this in the budget cycle. This is where we're headed. We have to deal with this issue tonight, as you point out, because it's before us. Again, it's so important that we wrap this into the budget cycle. If we take the Free State Festival from its current funding of 60,000 to 100,000, that's going to take up two thirds of the 150 that we've put into this grant program in the next year, so it's unsustainable.

Mayor Amyx: Then now we've been told we can't do ... The Arts Center folks

are telling us that they can't do it at the same current budget? I don't know.

Commissioner Herbert:

The comment you made there at the end where you said, "It's not sustainable because it will take up two thirds of the 150,000 that we've set aside." That was my question earlier though. Does it have to be part of that 150,000?

Casey Toomay:
Assistant City Manager

Once the existing reserve fund is spent down, I would say yes, assuming you want to maintain those other expenditure items. The advantage of your budget cycle is you do it every year and you decide those priorities every year. You say, "Is this year's priority, give this event this money or give it to the Watkins Museum? Is it, give it to the Theatre of Lawrence or is it, give it to some other event?" I don't necessarily know that I'd say it's not sustainable, but you can't have everything exactly the way it is now and have that be sustainable. As I was saying, the Theatre of Lawrence pledge and the Watkins Museum pledge will roll off. That then frees up some of those dollars that could go towards other priorities.

Commissioner Boley:

If you also look at the third item on our agenda, with regard to the Explore Lawrence, Lawrence Sports Corporation, we were asking to do 215,000 there too. This is not in isolation. We have a lot of things that are looking for this money. We have to be careful about how we spend it. I don't think 100,000 for this is sustainable. I think 60, we can do, we did last year, but I don't see 100.

Vice Mayor Soden:

I agree with that. I can go along with 60,000, but yeah, looking at number three and the dollar amounts that will actually generate the heads in beds and more guest tax revenue, to me, that's a higher priority, because we need to get Rock Chalk Park off the ground is what I feel like. This is a festival that has been going on for a few years, and it's a successful one, and I enjoyed it myself, and I think that's great, but I think I would hold it at 60,000 too.

Commissioner Herbert:

I guess the analysis within your argument is the exact analysis I would give for the opposing viewpoint. We're going to prioritize getting something off the ground, and in the process, kill something that's already proven itself successful. At my house, I could not use water and therefore I would've saved water, and then my garden would die, but I could say, "Hey, at least I saved that bucket of water." In the video, Ben Ahlvers makes the comment, "This is the perfect place for this." That's exactly right. You sit on a city commission in Lawrence, Kansas, which is completely different than sitting on a city commission in Garden City, Kansas, or Emporia, Kansas, or Newton, Kansas. We have a distinctly different role in the state, I truly believe. I truly believe in the power of social engagement and social capital. I

think the benefit is economic, I think it's social, I think it's cultural. I'm a big believer in what Free State Festival can do. I look at our transient guest tax fund, and I see a fund where we have literally used money to plant flowers, and we're saying tonight that we can't sustain a festival that brought an 8,000 people, 14% of which traveled more than 21 miles to get here, but we can sustain planting mums. That's what we're saying tonight if we reject this. You're comfortable with that?

Vice Mayor Soden: For me voting for 60,000, I don't believe is a vote to kill the festival. I think that if we fund it at \$60,000, they'll look for things to squeeze out or cut or look for better partnerships, perhaps collaboration with the library or DLI, but I think that that could happen.

Mayor Amyx: \$60,000 is a lot of money. I appreciate everybody's comments. For me, Matt makes an important point in that this is a successful event. It's one that a number of people have enjoyed and I think look forward to every year now. I'd like to see if there's a way to do it, but understand the limits that we have also. Where do we all want to go?

Vice Mayor Soden: I would be happy with the 30,000 already budgeted from CVB, and then 30,000 could come out of the reserve fund.

Mayor Amyx: What is your feeling about that?

Commissioner Boley: I could go for that.

Commissioner Herbert: I'd like to support it as fully as possible.

Mayor Amyx: Yeah, me too, but here's the deal. I'm counting noses here. We could end up with a two to two and we're nowhere or can't squeeze it out anywhere else. When did the Theatre Lawrence and Watkins come out? Is that a year from now or two years?

Commissioner Boley: I think this is the last year on Watkins.

Casey Toomay:
Assistant City Manager It's the opposite. 2016 will be the second year of the three years for Watkins.

Commissioner Boley: Theatre Lawrence is this year.

Casey Toomay:
Assistant City Manager 2016 will be the last year of that one.

Mayor Amyx: That one's 20?

Casey Toomay:
Assistant City Manager Mm-hmm (affirmative).

Commissioner Boley: I attended some Free State Festival events this year. I'm not saying it wasn't worth doing. I think it's a great thing. It's just we have limitations.

Commissioner Herbert: Maybe next year we can all sit around and stare at our reserve fund number and be grateful.

Commissioner Boley: There won't be a reserve fund next year, Matthew.

Mayor Amyx: Yeah, it's going to be gone.

Commissioner Boley: It's gone.

Commissioner Herbert: At least we'll have mums.

Diane Stoddard:
Interim City Manager

Commissioners, if there's a desire of the 150 that I mentioned, in coming up with that number originally, we did have in mind that the Free State Festival would probably have a request. I think we were thinking of around the 60,000 number when we came up with the 150. If it's a matter of concern of how much you're taking out of the reserve of this fund, maybe you reduce the 150; take some out of that pot of money to reduce that pot of money slightly for 2016.

Mayor Amyx: I think that was one of the things that we were trying to avoid by using the reserve, so that everybody had the same opportunity to be able to compete for that, if it were a one-time deal and I understand there's questions about whether or not we'd have to sustain at 100 every year, or more, to be able to do this.

Commissioner Boley: Let me ask a question on that. My understanding is that the Arts Center is going to need to figure this out in September every year. They'll need to know a year from now whether 2017 is going to happen, if this continues. I was thinking that we would encumber \$60,000 of next year's \$150,000 allocation to that effort so they would know they had \$60,000. That's kind of a tough one. If we're going to do this now, then next year we'd have to figure out, how we're going to do it all over again. I'd be more comfortable using that money so they can say, "This is money we can take to the bank for 2017." Do you follow me on that? We've already allocated that, in my mind, for 2017 for the Free State Festival.

Mayor Amyx: Yeah. Do we want to talk about the Our Town grant also?

Vice Mayor Soden: Leslie: That's a separate thing.

Mayor Amyx: We'll take that separately. Right now we know that we have two members supporting 60 and there're two of us that would probably support the 100. I'm going to entertain motions one way or the other.

Commissioner Boley: You want to split the difference?

Mayor Amyx: Is it in the account?

Commissioner Boley: Can only spend it once, Mike.

Mayor Amyx: Let me take a motion. Matt, were you going to make something?

Commissioner Herbert: I think we're at somewhat of a stalemate here, where you made the comment about the nose count. I'm pretty good at counting to four as well.

Mayor Amyx: I think we would do something extremely wrong if we end up with a negative vote or a no vote on this, so I think that we've got to take an action somewhere along the line. Right now, we do have two that are at 60, and I know the other two will support 60, unless that there is some compromise to an additional amount.

Commissioner Boley: I move we allocate 60,000, which would be 30 from CVB and 30 from this.

Vice Mayor Soden: I second that.

Mayor Amyx: Questions of that motion? Here's the deal, we end up; we support ... Hell's bells. We support the 60, I don't know if we jeopardize the festival or not, I've been told that we do, in the allocation that we have there. I look like that I can't come up with the money to do the balance.

Commissioner Herbert: I'm going to be less than thrilled when we vote from 60 and a year from now we're sitting on more than a \$40,000 balance. Staring at money in a bank account is not a whole lot of fun. Free State Festival is a whole lot of fun.

Mayor Amyx: Yeah. We have a motion and a second. Motion was made by Commissioner Boley and second by Vice Mayor Soden to approve a \$60,000 allocation. It'll be the current 30 that is in the Explore Lawrence or has been allocated in Megan's account, and then an additional \$30,000 from the transient guest tax fund, correct?

Commissioner Boley: From the reserve, mm-hmm (affirmative).

Moved by Commissioner Boley, seconded by Vice Mayor Soden, to approve the request from Lawrence Arts Center for \$60,000 in transient guest tax funds and CVB funds, to support the 2016 Free State Festival; Aye: Amyx Herbert Boley and Soden. Motion carried unanimously.

2. **Consider the following requests from the Lawrence Arts Center:**
- a) **Consider request from the Lawrence Arts Center for \$100,000 in transient quest tax funds to support the 2016 Free State Festival Request.**
 - b) **Consider recommendation from the Lawrence Cultural Arts Commission that the City of Lawrence partner with the Lawrence Arts Center in its application for the National Endowment for the Humanities Our Town Grant.**

Porter Arneill, Cultural Arts, presented the staff report.

Vice Mayor Soden:

Thank you. I just wanted people to be able to read it if they can read it in the audience. This grant is written specifically about 9th Street and the improvements that may or may not be done. I think that's not the most prudent move to link it to 9th Street. I think if it's written without the 9th Street language, that would be okay, but that's quite a large bank that's being banked on, I guess is what I'm saying, so I would recommend that the 9th Street stuff be taken out. I think it's great on New Hampshire Street. I think it'd be fun to look at maybe doing some stuff in front of the library as well, when they have that greenspace next to it, but I don't like how this is directly linked to 9th Street.

Susan Tate:
Lawrence Arts Center

We can take it out. We have different language that doesn't have 9th Street in there. I will say that in the minds of most communities, having Art Place funding and Our Town funding is a terrific honor, and so we're trying to link those two projects together. As I said before, any events that take place related to any festival, not just ours, but any, have to go through a separate permitting process, which, with the help of city, is tremendous, we follow to the letter of the law, so nothing could be out on any street without us going through that particular process.

Mike Amyx:

Thank you.

Susan Tate:
Lawrence Arts Center

We can change the language. Now where we are with this is that the National Endowment for the Arts had a December and a January deadline in the past, or December deadlines in the past, and have for a number of years, and we realized last week that they now have a September 21 and October 8th deadline, which is the October 8 deadline you mentioned, for submitting the grant. We met with the Lawrence Cultural Arts Commission last week and showed them this language, and they agreed to endorse in concept to going forward, with the City as a partner, and to have a special meeting, at which time they will look over the final language before we submit the full grant application. I think if they have your endorsement to go that way and we can. You won't see a grant that doesn't

mention the East 9th Project. What you're seeing here is what has to be submitted on September 21st. It's a one-sentence or several-sentence summary of the project. There's actually a full grant application, and you see a version of that in your packet. That was last year's? It's been a City document, because you voted on ... Actually, you voted on this, or the previous City Commission voted on the sentence which we submitted in the past, and did not get the grant for the funding for the last time we submitted it. The full application is in fact a City document, because this body voted to accept it about a year ago, last November or December. You won't see an application that doesn't mention East 9th as a location, because we're competing nationally for this funding. It really should be seen as quite a feather in our cap that we have the Our Place funding for East 9th, and it's a way to get the attention of the panelists for the grant.

Vice Mayor Soden:

I don't think I can support it unless it has East 9th taken out of, I guess this introductory grant, or the full grant, which I'd like to see the full grant too, I suppose then.

Susan Tate:
Lawrence Arts Center

The full grant is due October 8th, and the process is that we meet with the Cultural Arts Commission and they look over it and then they make a recommendation to this body. This went without saying before, but they also recommended that this body fully fund the Free State Festival. I don't know if you realized that.

Commissioner Herbert:

That was a unanimous vote, was it not?

Susan Tate:
Lawrence Arts Center

They did, yeah.

Mayor Amyx:

It was.

Susan Tate:
Lawrence Arts Center

Yeah, it was. One other thing on that point, we did actually go through the City budgeting process for the Free State Festival, the one that exists now. Anyway, so this is the grant we could...

Vice Mayor Soden:

I have a cold, so I'm a little fuzzy with meds. Are you saying you are or you aren't going to take out 9th Street from the full grant and this?

Susan Tate:
Lawrence Arts Center

I think if Lawrence puts itself in a position of feeling like the East 9th Project and Art Place funding is something to celebrate, we're in a much stronger position. I think your concern is that you don't want to give tacit approval to events on 9th Street by submitting this grant. Is that right? Otherwise, I'm not sure what your concern is about mentioning East 9th.

Mayor Amyx: Excuse me, Vice Mayor. I think one of the things that it says, there's an assumption here, Susan that it says that we will make use of the new infrastructure to be built along 9th Street. There is that assumption-

Susan Tate:
Lawrence Arts Center We can absolutely take it out.

Mayor Amyx: ... that that final vote has happened. I obviously have a difference of opinion on what the language ought to be, but I understand that at this point, as I would read it, there's an assumption made that 9th Street will be done to some degree in 2017, 2018.

Susan Tate:
Lawrence Arts Center We can easily take out anything that suggests 9th Street will be done; because of course it won't be done.

Mayor Amyx: Does that work?

Vice Mayor Soden: Out of the whole grant?

Susan Tate:
Lawrence Arts Center I'm not sure. You don't want to see 9th Street mentioned in the grant?

Vice Mayor Soden: Right, that's what I'm saying.

Susan Tate:
Lawrence Arts Center What about 8th Street?

Commissioner Herbert: Here's the problem. When we set the grant up to fail by removing important chunks of it, we force the Arts Center to be reliant upon City funding, which about two minutes ago, it was made clear that they apparently can't rely on anymore. If we're not going to give them the Free State funding, I think we need to support the grant to its fullest to ensure they can get private funding so they don't have to rely on the City. We really can't have it both ways.

Vice Mayor Soden: Do other applications that other cities make specifically have to reference specific streets that they are going to use?

Susan Tate:
Lawrence Arts Center The reason we're mentioning East 9th Street is because the project received the largest Art Place America grant in the country to fund an artistically designed street in conjunction with the City partnership. We're proud of it. We're sending our grant to panelists who don't really know anything about us, but they do know that if we say an Art Place funded project, that this is a city that takes funding art and artists seriously and a nonprofit that is operating at a very high level. We feel it makes the grant more competitive. I take Mike's point. We could easily say something like, "To be built along," or, "To

engage among other streets in the cultural district, East 9th Street, which is benefiting from an Art Place America grant."

Vice Mayor Soden: I think replacing "9th Street Corridor" with "cultural district" would be a very good idea for the entire grant.

Susan Tate:
Lawrence Arts Center Good idea or bad idea?

Mayor Amyx: Did you say well?

Vice Mayor Soden: Yeah, I think in all of the grants, not just the introduction, because we do have a cultural district that you can tout.

Susan Tate:
Lawrence Arts Center The very specific name, that East 9th Project, is that that's funded by Art Place, and it's normally considered a tremendous honor to be funded there, and a signal that we're worth funding. In the end, you'll have to vote to go with the grant or not.

Mayor Amyx: Again, just so that I understand and the Commission understands, this has got to go back to the Cultural Arts Commission, they'll finish the grant application and it will come back to us?

Susan Tate:
Lawrence Arts Center Unless sometime between now and October 8th you say, "We're just going to go with the recommendation of the Cultural Arts Commission," we'll be back here, you will have the grant in your packet, the finished grant in your packet, and you'll vote on it as it is written at that time, so we can submit it. We can do it either way.

Commissioner Herbert: We had a unanimous recommendation from a commission we put together specifically for this purpose.

Katherine Simmons:
Chair
Lawrence Cultural Arts
Commission Let me just clarify. I think the misconception is that you're approving the grant tonight. What you are asked to do tonight is just to agree to partner. What will come back to the Lawrence Cultural Arts Commission is, after you agree to partner, is that we will hold a special meeting to review the grant application and the language in the grant. We have already discussed at our meeting that the language about 9th Street should be altered in some format, and Susan agreed at our meeting that that can be tweaked. We have already tackled that item, and we are looking at that item when it comes back. What you are doing tonight is basically committing to write a letter saying the City is in agreement to partner. You're not agreeing to the grant wording at this time. That will come back and we can be tasked with doing that, to some extent, for you and bringing that back so that you can approve it at the time. Did that help?

Mayor Amyx: Sure. When is your special meeting, Katherine?

Katherine Simmons:
Chair
Lawrence Cultural Arts
Commission We will set that. We have not set it at this time, because they have to get the grant application and we have to agree to commit to be a partner first. Otherwise there's no need to put the application in in the first place. Then we will set the special meeting. That will happen before our next ... It can happen before ... If it's due on ...

Susan Tate:
Lawrence Arts Center We'll submit this before September 21st, and there's not another Commission meeting.

Katherine Simmons:
Chair
Lawrence Cultural Arts
Commission We can organize that meeting shortly after they submit it, as soon as possible, if you want, if that helps.

Mayor Amyx: You have already discussed the idea-

Katherine Simmons:
Chair
Lawrence Cultural Arts
Commission We have. We have draft minutes. They have not been approved yet, because we haven't had our next meeting, but it's all in the minutes from our meeting and we talked about this very thing.

Mayor Amyx: Are we comfortable with the Arts and Cultural Commission coming back? We will get that language back in the future, but tonight is the agreeing to partner.

Vice Mayor Soden: If we put in "cultural district" instead of "9th Street," I would be happy to vote for it.

Susan Tate:
Lawrence Arts Center We may wind up feeling that we're getting in too weak a position to compete for the grant if mentioning the big Art Place project is completely stricken from the application. These are very competitive processes. In the last three or four years, the Arts Center has brought in over \$1,000,000 to Lawrence for funding art and culture from outside the state. We have put our self in a really great position to continue to do that, but a series of occurrences here are making it really difficult for us to do it. We'd like to continue, but I will say that if we're forced to eliminate a signal achievement before we submit the grant application, it becomes weak and we become like just one of any number of cities who are submitting blind, and so I would be hesitant to eliminate the project. It's called the East 9th Project, after all.

Mayor Amyx: Here again, my main concern is, I don't want to be telling a story to anyone with the assumption that it may be built and done, because I can't guarantee that.

Susan Tate:
Lawrence Arts Center

That's no problem, we'll take that out. Leslie suggested that we don't mention East 9th anywhere in the application, which is quite a long application. We will put many man and woman hours into writing a competitive application. I would hate to be constrained so that we can't mention a signal accomplishment on the part of Lawrence and the Lawrence Arts Center. There's no problem, we can change this wording just as you suggested.

Mike Amyx:

That would be my suggestion, that we change that, just because we can't guarantee it at this point, but understand that we have received that grant in the past and I think that would be part of that application, but that's just me. Obviously, we have a difference of opinion on that. Any other comment?

Commissioner Herbert:

We have a Cultural Arts Commission that's given us a unanimous recommendation, so I would say that we consider the unanimous recommendation of the Lawrence Arts Commission, and that the City of Lawrence ought to partner with the Lawrence Arts Center and its application for the National Endowment for the Humanities Our Town grant. I think it ought to be submitted as strongly as possible. There's no point in submitting a grant that's going to lose. On your staff you have professional grant writers that do this that enable you-

Susan Tate:
Lawrence Arts Center

We have one.

Commissioner Herbert:

Professional grant writer.

Susan Tate:
Lawrence Arts Center
Commissioner Herbert:

She also runs the Free State Festival, by the way. She's a multi-tasker, as we all are.
If we keep doing our work up here, she might have a lot more free time it sounds like.

Susan Tate:
Lawrence Arts Center

It sounds like it's possible.

Commissioner Herbert:

I think you ought to go forth with as strong of a grant as possible. Mr. Mayor, my motion would be-

KT Walsh:

Public comment?

Mayor Amyx:

Oh yeah, hold on. Commissioner, in this, though, we will accept the redraft as suggested by Katherine, and also by Mrs. Tate. I want everybody to understand that.

Susan Tate:
Lawrence Arts Center

I'm going to sit down so you can do public comment, and I'm done, but I have a question that I don't mean to seem impertinent. Are we now eliminated from, when there's a

process in place, applying for funding for the Free State Festival? I'm actually very serious in that question. Since you've kept that \$150,000 intact, might it be possible, should we decide? I will need to go back to my staff and see if we feel the Free State Festival is possible in 2016. I would like to have it a matter of public record whether you feel like we just made ourselves ineligible with the \$60,000, for competing when the process is in place?

Mayor Amyx: I don't believe anyone who is eligible has been eliminated from any money or anything.

Commissioner Herbert: Please apply.

Commissioner Boley: Would you be asking for 2016 money or 2017 money?

Susan Tate:
Lawrence Arts Center That's an excellent question. We'll be asking for 2016 money. Then, depending on the timing and the process, we'll be on the heels asking for a year. We would try to get a year ahead. We would like to see the Free State Festival an ongoing commitment, as you suggested, at \$60,000, so we know a year ahead at all times, but at \$100,000.

Commissioner Boley: I'm lost now.

Susan Tate:
Lawrence Arts Center Sorry, let me just answer your question. We would like to apply for the balance in 2016 money, to answer your question, because we're still talking about funding. We would be applying in order to get to the \$100,000; we would try to cover that gap, if you consider us eligible to apply.

Commissioner Boley:
Susan Tate:
Lawrence Arts Center So you could've waited to ask for the \$100,000?
No. No, we couldn't have waited. We may decide that we can go forward with the commitment of \$60,000 for the Free State Festival. We could not have gone forward with "no" commitment for the Free State Festival. Between now and when the Free State Festival happens, just like the organizers of any event, we will be working on our budget. We will try to get more done with less 100% of the time. If it turns out that the City has a process in place to disseminate the \$150,000 between now and when we finish planning the festival, we may see an opportunity. If we've managed to move forward with your \$60,000 commitment, we may see an opportunity to do more with the festival, if you consider us eligible to apply for 2016 funding, if that makes sense. We would just be dead in the water on the festival if we hadn't applied now or made the request now. So the answer is: We can apply?

Mayor Amyx: I say yes.

Commissioner Boley: I think so, yeah.

Commissioner Herbert:

I say yes.

Susan Tate:
Lawrence Arts Center

Great.

Mayor Amyx:

Public comment? As we look back at the Our Town grant, now public comment. Any public comment on the Our Town grant?

KT Walsh:

Good evening, Mayor and Commissioners, I'm speaking only for myself. There are just a few things I wanted to remind you of. Number one, the Citizens Advisory Committee on East 9th Street, which you are the head of, Mr. Amyx, has discussed at length and over multiple meetings, the East Lawrence Neighborhood Association concern that East 9th will become an entertainment district. You voted unanimously against that. It has come to our attention that the architect has proposed bleachers on 9th Street that one of the \$100,000 earning artists is proposing a porch which looks like a de facto stage opposite that. They're running heavy electrical ... We're saying it's not an entertainment district and then we're doing things that are going to make it an entertainment district, so I think we have to really define that, number one. I would ask that this, the full grant be made public so we don't have to go through the expensive, time-wasting process of trying to find out what was redacted. It costs money to go to the City and file Freedom of Information Act stuff. Especially since the City is a partner, we ask that all financials and everything be public. There's always a deadline rush on these Arts Center grants. I know, I've been on boards of nonprofits, it's hard, you're scrambling all the time. Susan Tate is the amazing woman who got the Arts Center in the black, she's done it. As the neighborhood where a lot of these things are happening, there's always a rush. There's always a rush and a deadline and it puts pressure on you, it puts pressure on the community to make a decision. I don't think it's quite fair to all the other arts and culture organizations in town that are struggling for a piece of the pie. Speaking of entertainment district, I liked your idea of using the wording, "cultural district," which might push some of the festival towards Kentucky, and the cultural district stretches over there. Also if they're going to go into East Lawrence, why can't they have part of the festival in Old West Lawrence? It's a national historic district. Why this focus on this one little blue-collar neighborhood? That's a lot of pressure. Then finally, well not finally, earlier in the year, at the Cultural Arts Commission, Diane Stoddard, when you were still the liaison for the Cultural Arts Commission, provided us with the annual arts and culture expenditures. My math tells me that the Arts Center in 2015 got \$654,374, so that conflicts with what we're hearing. I think we need to nail that down. Then finally, I'm a part of two groups, Friends of East 9th

Street, and Placekeepers. Everybody should Google East 9th Street Placekeepers to get a really good intelligent breakdown of the East 9th Street issue. The head of the NEA contacted us, who might grant the Our Town grant for the film festival. Art Place and the NEA know that the East 9th Street grant and process has been extremely flawed, that there's a lot of conflict, and they want to be kept abreast of everything that's happening here. It's known nationally folks that this has been a really hard process, and will continue to be. I just wanted to say that out loud. Thank you.

Mayor Amyx:

Thanks. Other comment? Other public comment?

Sarah Bishop:
Grant Writer
Lawrence Arts Center

I just wanted to say a few things in response to KT. I really appreciate her comments. I did want to say that when we talk about using the infrastructure along 9th Street, I think in the plans that I've seen, so much of the infrastructure will simply be new sidewalks, a new street perhaps, and of course, those are things that we would be using if we were to have the project functioning along 9th Street, right? The Free State Festival already uses 9th Street in the sense that there are events at the Cider Gallery and people walk from Lawrence Arts Center to the Cider Gallery, or they drive from Lawrence Arts Center to the Cider Gallery. There are many ways that we can see people using the infrastructure of 9th Street as it is now and potentially as it will be in the future. I also think that it's important that everyone know that the budget for Our Town grant for the Free State Festival this past round, so when we applied in 2014, 2015, so the first part of the grant goes in, which is this format that you're looking at, that goes in first. That will go in September 21st. Then the full grant will go in October 8th. This is just really to show that we're interested in applying. It gets us access to NEA-GO, which is the way that you actually submit the grant. That's what happened. We submitted the form last year in December, with the support of the City, and then we submitted the full grant in January, with the support of Lawrence Cultural Arts Commission. That budget was completely transparent. It went to the Lawrence Cultural Arts Commission, it was made fully public, and it went to the City Commission. Just so you know, that budget is being seen. Also, we encourage other organizations to apply for these big grants. We really do want them to apply. We've talked to the Lawrence Cultural Arts Commission about promoting some of these grant opportunities a little bit more, and that hasn't quite happened yet, but certainly, any Lawrence organization that is interested in applying for Our Town grant certainly should. What we do, it's not like the City does anything special for us or the Lawrence Cultural Arts Commission comes to us, we submit a letter to the Lawrence Cultural Arts Commission asking if they'd like to partner, so we're taking that first step. So far, it doesn't seem like other

organizations have done that, but they certainly should, if they want to. I think the challenge at this point, should another organization want to apply, would be that it would be really hard to get that in place by September 21st and then October 8th. That's the challenge. That date was moved back. As I was saying, December was the date for the form last year, and then January was the date for the full application. There has been a little bit of a switch. That was just the NEA decided to move the date forward significantly, which is fairly rare in grants. That's just a few things to clear that up. I just wanted to express that and let you know that we are really trying as best we can to support arts and culture in this community in every way. Susan Tate not only got Lawrence Arts Center into the black, she has really brought arts and culture up to a new level in this community, and we're so proud to work for her and to work with her. We are working so hard, Ben Ahlvers, Amy Albright, Margaret Weisbrod Morris, Kyla Strid, these are all people that work at the Arts Center, they work super hard every single day, and they put in overtime all the time. That is something that we do because we really, really believe in arts and culture in Lawrence and we really believe it changes people's lives and makes them better. Thank you.

Mayor Amyx:

Thank you. Other comment? Any other public comment on this item? Thank you all. Back to the Commission. Again, we are being asked to, and Matt, I'll get back to your motion again, just so that everybody understands, we are begin asked to partner, show our support for partnering with the Lawrence Arts Center. That's all we are at this point. It's based on this application going into the National Endowment for the Humanities. If we want to have the Cultural Arts Commission make any changes, as they've already said, they've already flagged that and then are going to, this final application will come back to the governing body here?

Diane Stoddard:
Interim City Manager

Yes.

Mayor Amyx:

That will be a fully public document, correct?

Diane Stoddard:
Interim City Manager

Yes. As Sarah explained, there are two different stages. They would just go ahead and submit now the letter of interest is basically what it is, and then the full grant would go back to Arts Commission for their review and their recommendation, then it would come to the City Commission before it's due on October 8th.

Mayor Amyx:

I believe that Katherine's leadership and being able to produce what they've said that they'll produce, and the language change, I think that I can be supportive of that. At this point, I'm going ahead and approve them a partnership application,

and that's the deal. Okay? Matthew, did you actually make a motion?

Commissioner Herbert: I'd love to make it now.

Mayor Amyx: Make sure that we include the language change that the Lawrence Cultural Arts Commission is going to consider language change in there, as it talks about the new and improved infrastructure of East 9th Street, okay? I don't mind the-

Commissioner Herbert: I'm going to have somebody else make that motion then.

Mayor Amyx: No.

Commissioner Herbert: The motion as I presented it would be to have the Arts Center produce a grant as strongly worded as humanly possible, so that it can succeed. If we wish to alter that, I don't wish to be the one to make that motion.

Vice Mayor Soden: I can move to make that motion.

Mayor Amyx: Matt, even though that our Cultural Arts Commission came forward and said that they've already flagged that?

Commissioner Herbert: No, I understand that, I just want it on the record that I wish for them to succeed, and they have a person on staff who's a professional grant writer, and it's not my place to get in a semantic debate with someone who does that for a living and does that for the purpose of making the Arts Center succeed, so I don't wish to get into that debate.

Mayor Amyx: Thank you.

Moved by Commissioner Soden, seconded by Commissioner Boley, approve recommendation from the Lawrence Cultural Arts Commission that the City of Lawrence partner with the Lawrence Arts Center in its application for the National Endowment for the Arts, Our Town Grant with the language changes suggested by the City Commission. Motion carried unanimously.

Recessed at 7:26

Reconvened at 7:32

3. **Consider the following items related to the Lawrence Convention & Visitors' Bureau:**
 - a) **Consider adopting Resolution No. 7142 (added 09/11/15), creating a governing board for eXplore Lawrence (operating the Convention & Visitors' Bureau) and replacing the current Convention & Visitors' Bureau Advisory Board; consider authorizing the Mayor to execute an agreement**

with eXplore Lawrence to operate the Convention & Visitors' Bureau, and consider approving the bylaws for eXplore Lawrence.

- b) **Consider guest tax allocations up to \$215,221 to support bids from eXplore Lawrence/Lawrence Sports Corporation to support three (3) regional/national sporting events, contingent upon Lawrence winning the bids to host the events.**

Megan Gilliland, Communications Manager, presented the staff report.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

Good evening. Thank you, Megan. Before I get started in the TGT request, there's been some focus or attention on the Downtown Shot Put and I would be remiss if I didn't recognize Donnelly. He and I have started it years ago, and in the last two years, KU Athletics is still involved, we just changed our roles, you might say. Without KU's Athletics' support, the downtown Shot Put couldn't continue. It's a perfect example of eXplore Lawrence relying on partners, be it Parks and Rec or Public Works or private individuals, to make Lawrence unmistakably. Having said that, I'm in front of you because I truly believe we have three tremendous events, two that are committed that are coming to Lawrence, and that's because of the hard work of Kansas Athletics. The third is the USA Track and Field Junior Olympics. It's an event that you might say we've been courting since maybe 2011. We had the site selection committee in that year. I think we were in a strong position to be awarded the event, but once we took them down to Memorial Stadium, you might say we were DQ'd. Why were we DQ'd? The track at Memorial Stadium was a 440-yard track and had to be resurfaced and remarked as a 400 meter. Technicality, I didn't agree with it, but they're the ones that make that decision. Now, as Commissioner Soden commented, we have a great facility out West called Rock Chalk Park. Besides the City or Sports Pavilion, the track venue could be ... There's Eugene, so I don't want to get into Eugene, Oregon, but Rock Chalk Park is second to none, is tremendous. It's exactly what we need to push ahead and bring the 2017 event to Lawrence. Lawrence would be the host city, but it would truly be a Northeast Kansas event, just due to the size of this event. We're projecting about 9,500 athletes, you throw in parents and other family members, we're probably hitting about 33,000 people that would be coming in for ... The event itself is seven days, Monday through Sunday. The schedule of the event starts Monday morning, 8:00 am until Sunday at 4:00, last minute of the day is 4:00pm, so we'll imagine we'll experience some Sunday through that following Monday, so you might say it's an eight, nine to eight situation. In my world, it's a dream come true. What's nice about all three events is that there's a history behind each one. We could document what other host cities have experienced economically. The two KU events, I've gone to the degree that I've called all the Lawrence hotels so that that room information

you see for the two KU events, those are firm commitments. I'll stand up with those numbers. I will argue them and defend them as long as you want me to. The JOs, again, it was in Jacksonville this past summer, I traveled down there, experienced it firsthand, talked to the organizers. Again, I think it's perfect for Lawrence. It's a summer event. Hotels are always telling us as eXplore Lawrence, "Where's our Sunday through Thursday business?" Here it is in spades, okay? The TGT request itself, I think that the request speaks for itself. I think we've justified the numbers. I will go on to explain further on the JOs. The bid is due October 5th, we'll know by December 5th of this year whether or not we're successful. If, for some strange reason, we don't make it past December 5th, the majority of that fund request, actually, it disappears. It's contingent upon. There are a few questions that I have received since submitting the request. I want to clarify a couple points. One was parking, if we're hosting JOs, will we charge for parking, or anybody charge for parking? The answer is no. Another question that was asked of me was, "Who controls the concessions?" Concessions stay at Rock Chalk Park. They're controlled by Rock Chalk Park. Currently, Doug Holiday at Biggs has the concession rights to the park. We would work with Doug to make sure that the food offerings are consistent with this group. We'll try to tweak it a little bit. Again, I could spend hours. I'm pretty excited about this. I'm very passionate in what I do. I'll just shut it down and just answer any question that you have of me and see if we can ... You want me to talk about the rooms?

Megan Gilliland:
Communications Manager
Mayor Amyx:

No. Do you have questions specifically about the three events for us?

Just real quick, Bob, it doesn't stop us from asking for sponsorships. Obviously, we're not going to house, if we're fortunate enough to get this event ... We're going to have folks in other communities that are going to have hotel rooms. It doesn't stop us from asking them for sponsorships to help-

Bob Sanner:
Sports & Events Director
eXplore Lawrence

No, no, it doesn't, no.

Mayor Amyx:

It brings extra dollars here.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

No. Actually, we make it a strong case why they should participate. I've met with Visit Topeka, the Topeka Lodging Association. Ryan Ficken and I, we've gone into Kansas City to meet with the Kansas City, Kansas CVB. Overland Park has come in too, to visit with us. We've talked to Shawnee, we've talked to Marion. They have bought into the notion that it's a Northeast Kansas venture. Not only are most community's perfect sponsors, the event itself will give us sponsorship

opportunities, those companies within the track and field industry. I will say that there are a handful of corporate sponsors that are with USTF, for example, BMW, Hershey's Chocolate, and Nike. By contract or agreement, I couldn't go to Adidas and say, "You want to kick Nike out?" Couldn't happen. Those are terms of agreement that we sign off on when we enter into a new contract with USA Track and Field.

Mayor Amyx:

I guess I look at it as regional hotels and other businesses that are obviously going to share in the direct spending, the \$11,000,000.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

That's where I'm projecting for Lawrence, the event itself. Other communities, you have a report of between 17 and 21 million total. I'm trying to be conservative and share what I think Lawrence ... slice of the pie.

Mayor Amyx:

I think their potential just got greater for wanting to help sponsor.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

Yeah, absolutely. Yeah, like I said, I think it's a golden opportunity. It elevates Lawrence. Back to the Downtown Shot Put, that's a resume builder for the community. It may not pay for itself, it may not generate the hotel rooms that we'd like it to, but what it does, it proves to not only sporting events or sanctioning bodies, but Ryan's out telling his story, and if a corporation or association is saying, "Well, if we come to Lawrence, what level of commitment will you provide?" Only thing Ryan has to do is show that 60-second video of Downtown Shot Put, where 750 tons of crushed limestone is moved in, in one day. This is what the City's willing to do for a 50 minute event. Can you imagine what we'll do for a seven-day, nine-day event? I don't know what else needs to be said. Again, I'm get carried away, I'm passionate, and so I'll back and answer your questions.

Megan Gilliland:
Communications Manager

I do want to mention that, this is in your memo, but for these three events ... The November cross country meet will be held at Rim Rock Farm, which is just outside of the City of Lawrence. We are estimating about 500 room nights. We've given you, for each of these events, the direct estimated spending, which as I showed you earlier, is everything from that retail to lodging to what they're going to spend eating in town. We're estimating about \$85,000. The sponsorship from eXplore Lawrence would be \$8,300. The May event, again, in 2016, is 3,300 room nights, 2,200 athletes, this is a D1 event. What did somebody tell me, this is everybody west of the Mississippi, the D1 schools in CAA? Yes? Okay. Coach Stanley Redwine is also here tonight. Doug Bates and Debbie Van Saun with KU Athletics have also shown up tonight to support this. With a transient guest request of \$56,000. Then the Junior Olympics,

the 2017 bid that we want to make in October, \$11,000,000 estimated direct impact or direct spending here for Lawrence alone, and as Bob said, up to 24,000,000 for Northeast Kansas, with a request at 150. We did space that out, so between 2015, so that we can prepare the bid, go to Houston, present the bid, and then split in 2015 and 2016 for the rest of the request. We will know on December 5th. Those are the three requests. This may be a moot point at this point, but when I was putting together this presentation, there was a lot of question and confusion, I think, amongst my CVB Advisory Board members and the Commissioners and the general public about the difference between the \$150,000 grant request and eXplore Lawrence. You approved \$150,000. We planned as a staff on coming back to you in the fall, shortly, with some sort of guidelines for that, and we will do that, but this is separate from the grant, or from the grant request. We'll stand for questions.

Vice Mayor Soden: I was curious, is the 215,000; that must be for all three together, right?

Bob Sanner: That's correct.
Sports & Events Director
eXplore Lawrence

Vice Mayor Soden: Is that coming from the guest tax reserve fund?

Bob Sanner: It is.
Sports & Events Director
eXplore Lawrence

Vice Mayor Soden: Then I had two other questions that had to do with shuttle buses. Are we going to have shuttle buses going from Rock Chalk Park to downtown during the events, back and forth?

Bob Sanner: Are you talking about all three or just one?
Sports & Events Director
eXplore Lawrence

Vice Mayor Soden: Hopefully all three, but I don't know the details about all three.

Bob Sanner: I think that's something that we would probably want to sit down and talk with Mass Transit to see what we could do. In addressing the JOs, part of the bid is including a transportation plan, so when the athletes are in Lawrence, getting them to and from, are there opportunities, are we going to provide, let's say, public transportation from the hotel, so that's part of the budget, that's part of the bid process. That's, again, a conversation I would have to have with Bob Nugent.

Vice Mayor Soden: Right, especially if people are staying in Topeka or any other outlying cities, getting them to Rock Chalk Park as well, something to think about.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

Again, on the D1 level, most teams will be traveling either by charter bus or van, so they're very astute at getting their athletes from point A to point B. It's pretty much the same for JOs. On the Junior Olympics, a large number of the participants are part of a club, a track club, so they travel in mass or an unattached athlete would come in with mom and dad, maybe brother and sister. They're well-traveled, they're used to finding their way, getting to the host city and getting around town once they're in town.

Vice Mayor Soden:

Yeah, because I'm thinking of, that parking lot isn't quite that big, and maybe partnering with KU parking lots and other areas of the cities as well.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

Yes, we'll have to come up with an overflow situation. Again, that's part of the planning process, and while working on the bid, I have to provide a site map, if you will, of the venue, where parking's going to be. We have to address all that. We have to demonstrate that we know what we're doing, just to secure the bid, not only about the venue, that we have adequate housing and the third component is, what do we do while we're here, because if athletes are here and parents are here for a week, they're not spending the entire time at Rock Chalk Park, so we will have to create some special events, some itineraries for activities when they're not competing.

Vice Mayor Soden:

Yeah, getting them downtown.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

I don't think that'll be too hard.

Mayor Amyx:

Do you guys have any questions?

Commissioner Boley:

I have a question for Megan. We talked about this a little bit earlier, that eXplore Lawrence will have a certified audit, right?

Megan Gilliland:
Communications Manager

Yes, I believe so. We will, like I said, if tonight you approve the governing board, I have several steps I need to work through, first of which is I need to start working on some sort of articles of incorporation for the new eXplore Lawrence 501, and then I need to work on the, "divorce papers", between DMI and the CVB, and we'll be working with Stevens and Brand to do that. If the City requires an audit or if our finance director requires us to do so because of the money that is received, then we will gladly do that. DMI provides financials to the City now, in forms of a balance sheet and profit and loss and budgets. I think that the agreement that we've laid out gives the City much greater accountability and oversight of the organization. I don't believe the organization is doing anything now that is questionable. That transparency is important.

Commissioner Boley: I'm just looking forward, yeah. The other question I have is, would this new organization be a component unit of the City government and included in our CAFR

Megan Gilliland:
Communications Manager That would be a Bryan question.

Bryan Kidney:
Finance Director Yeah, I did a review of that and there's a real long checklist to do that. I did preliminary and it does appear that, all likelihood, it would be considered a component unit. That just basically means that we would need their financials in order for us to complete our financials. Whether or not they're a discreetly or a blended unit, I haven't gone that far into it.

Commissioner Boley: Thank you for looking at it.

Vice Mayor Soden: eXplore Lawrence, that's going to be, you're going to have open meetings for that, in the subcommittees as well, because I'm thinking of the grant application process specifically. Will those be open meetings?

Megan Gilliland:
Communications Manager For the \$150,000 of the City?

Vice Mayor Soden: Yeah, right.

Megan Gilliland:
Communications Manager Absolutely, we have to follow all City policies for Open Meetings Act. The way that I envision it, obviously it's not written on paper yet, is that we'll have some sort of a call for applications, for people that are interested in applying. We'll have some sort of criteria, and then some group makeup that has yet to be determined.

Diane Stoddard:
Interim City Manager Vice Mayor, those will be determined by the City Commission, hopefully.

Vice Mayor Soden: They come back to us for final approval.

Diane Stoddard:
Interim City Manager Yes.

Megan Gilliland:
Communications Manager We're talked about a dual year, a biannual process-

Vice Mayor Soden: Twice a year, yeah.

Megan Gilliland:
Communications Manager ... because that way if you have an event that doesn't happen until October, now, again, as Ms. Tate pointed out, if you're an event planner, you're planning a year in advance, so once we get the initial program set up here in the fall, and hopefully it

won't be so questionable as we move forward in 2017, but hopefully events that have their dates in January to June can receive their funding in the previous year, or allocated January 1. That way, if you haven't started planning an event or you have a new event or a new idea or something like that that doesn't happen until December, you can get into that second process at the latter six months.

Vice Mayor Soden: Good. Thank you.

Mayor Amyx: Megan, do you envision the \$150,000 in that program, one, is that something that is going to be recommended back to the City Commission for final approval? Because I think it obviously should. Was there any talk about a board being set up, a Mayor-appointed board that would make recommendation back to this group? That's one. Then two, I don't know any other way to ask, but a mission statement, and does this money ... because it came from transient guest tax, right?

Megan Gilliland:
Communications Manager Well, yes.

Mayor Amyx: Correct, that's where it came from so does it have to follow the charter ordinance guidelines on how it's going to be spent? If we set up a mission statement that basically reflects what you had on the overhead here that talks about that statement on how this can be spent, and we set up a grading board or a board that makes recommendation back to us, that pretty much lays it out, right?

Megan Gilliland:
Communications Manager I believe so. As of anything I do in the communications realm, I hope I lay it out clearly enough.

Mayor Amyx: Very much so.

Megan Gilliland:
Communications Manager This grant program, I have to admit, I've talked about it since March with my advisory board, and it's come through all those different renditions up to this point.

Mayor Amyx: I'm just adding one more, so there you go.

Megan Gilliland:
Communications Manager My hope is that that board is a cross-section of the community and makes good recommendations to you, just like your social service advisory board does. We would just do it at different times and know our budget allocation ahead of time. I would gladly oversee that process for the City Manager's Office, but I know that there are others, including Porter Arneill and Diane Stoddard and others on staff that should have comment on that as well.

Mayor Amyx: We'll all have comment about that, okay?

Vice Mayor Soden: I got another question.

Mike Amyx: Well, wait a minute. I just want it clear for the public, on the application for the events that we're talking about applying for, that that money is coming from transient guest tax funds, and that money was created in this community by someone who come to visit here, right?

Megan Gilliland:
Communications Manager Yes.

Mayor Amyx: And so that there's no ad valorem property tax that's being asked to be spent on this. This is money that was created by an out-of-town guest or somebody who stayed in one of our hotels.

Megan Gilliland:
Communications Manager Absolutely. The way that you generate transient guest tax in Lawrence is we collect a 6% tax on any hotel room that is booked in Lawrence, our hotel properties send their tax collected to the State, and then the State retains I believe 1%, if I'm remembering correctly. Bryan, is that right?

Bryan Kidney:
Finance Director I don't know.

Megan Gilliland:
Communications Manager I believe they retain 1% in this. I'm not sure, but I guess I should check that one. The State sends it back to us. We can see our transient guest tax collections online by quarter, I looked at them yesterday. Then the City has that to do with it, you allocate in the budget X amount of money for the CVB and other entities, as we've talked about tonight, and then we follow through with a process.

Mayor Amyx: The reason that I bring it up is that I had people call me today or made comment. I just want to assure people that the transient guest tax is money that was created or spent in Lawrence, Kansas by somebody who came to visit or had an overnight stay in a hotel.

Megan Gilliland:
Communications Manager Yes, that's correct.

Mayor Amyx: That's where the money's coming from.

Megan Gilliland:
Communications Manager I also think that that's a good point that I might've failed to mention. When we were putting together this board or the thoughts on this board, we have a symbiotic relationship with our hotel properties. They are crucial to us, as we are crucial to them. We really want to work hard to make sure that they understand how hard we're working for them. We want to book as many rooms here. 27,000 corporate room nights is an

amazing feat for our sales department. Bob's events that's he's presented you tonight, with 9,500 hotel rooms and things like that, that is a direct correlation in success for our hotels. We want to do everything that we can for our hotels, they're important to us. That's why I believe the director of sales meetings are incredibly important, to have those frank conversations about what do we hear from our customers and how can we get better. I hope that they understand that.

Mayor Amyx:

I appreciate you bringing that up. One of the things that I know on behalf of the Commission that I want to share with our folks in the hotel industry that we appreciate the work that they do. They provide the transient guest tax through the collection from the customers that they have, to be able to provide a number of the things that we have in Lawrence, Kansas. We want them to know how much we appreciate the job that they do and the hospitality that they really provide the visitors that come here, because they're our point of contact, they're the ones that are doing the job, and we can't thank them enough for that. If I'm fortunate enough to be able to sell. If I sell somebody a haircut because somebody was staying here that was recommended by the hotel or somebody went and bought a suit from Joe Flannery or whatever, the people in the hotel business are the ones that are sending it down to get them to buy something else while they're here. That's how it's supposed to work, and I think it's great. Here again, I don't want them forgotten in all of this. I think that we've done a good job of doing that. I want them to understand that we're here to make sure that we help in that relationship.

Megan Gilliland:
Communications Manager

I certainly hope that the two individuals that you appoint to this new board from the hotels would be active and vocal participants of that director of sales meetings, and that they are then turning to the board, who's supposed to begin that long-range planning, and telling them what they're hearing in that director of sales meetings. That's the point of having those monthly leadership meetings with the hotels, who then report to monthly meetings with your overall board.

Mayor Amyx:

Do you have another question?

Vice Mayor Soden:

Yeah. The site plans that you were talking about, I assume that you, during that site plan creation process, you worked with the Lawrence Douglas County Fire and Medical and the police at that time. Is that ... I'm just curious.

Megan Gilliland:
Communications Manager

On the site visits, is that what you're talking about?

Vice Mayor Soden:

No, the site planning that you were talking about.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

Site plan is specific to Rock Chalk Park. It's the build-out. For example, we'll have to bring in temporary seating. We'll have to bring in tents for clerking, areas to stage the athletes before they participate. We're expected to set up an expo area, if you will, where Nike will come in with their popup store. USA Track and Field will have their merchandise area. That's the site plan. We'll have to identify, give them basically an aerial of Rock Chalk Park and identify where the athlete warm-up area is going to be and where we're going to place additional porta-potties, where packet pickup is going to be. I don't want to mislead when I say "site plan," where it's, I have to go downstairs or actually the room next to me or to the County Commission and do something that needs special ... I will add that I believe the ordinance with Rock Chalk Park, with the size of the crowd, I think there was an ordinance that we have, because we'll use the west side for seating, there's X number of porta-potties we have to bring in, I think, water, or just amenities that will support the size of the crowd. I believe that was already part of the original agreement with Rock Chalk Park.

Vice Mayor Soden:

It'll have an emergency area, like if someone starts having heat stroke symptoms, things like a medical tent?

Bob Sanner:
Sports & Events Director
eXplore Lawrence

Yeah. Again, on the operation plan, I'll call it that, we have to identify not only where the medical areas for athletes, but also for spectators. We'll have EMTs on site during the entire event. We'll bring in certified trainers. I think the budget item just for EMTs and trainers is approaching 10 to 12 thousand dollars.

Vice Mayor Soden:

Are those EMTs the Lawrence Douglas County Fire and Medical?

Bob Sanner:
Sports & Events Director
eXplore Lawrence

That's correct, yes.

Vice Mayor Soden:

Cool. Thank you.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

We'll have an ambulance on site the whole time. Again, we have to tell USTF how far LMH is to the venue. They've done this enough that they know the right questions to ask.

Vice Mayor Soden:

It's my first time, so I ask lots of questions.

Bob Sanner:
Sports & Events Director
eXplore Lawrence

No, I'm glad, I'm glad. The more you know about it, the better. You could be one of our ambassadors.

Vice Mayor Soden:

Thank you.

Commissioner Herbert:

Do you anticipate any conflict with the university's relationship with Adidas and then Nike's major sponsorship of this event,

with us using Rock Chalk Park?

Bob Sanner:
Sports & Events Director
eXplore Lawrence

That's not for me to address. I see people, athletics, shaking their head no.

Mayor Amyx:

Any other questions of staff or Bob or anyone here this evening before we go to public comment? Thank you. Don't go away. Public comment on this item? Any public comment?

Robin Bayer:

I live at 610 Country Club Terrace. I don't think it's really lost on anyone how similar the request for funds is to a previous agenda item, where Commissioners were rather pointed in their discussions about whether this fell within budget cycle. I think as voters, we expect some consistency with our elected officials. Therefore, I expect these Commissioners to apply the same scrutiny to this request out of budget cycle as they did the previous one. Secondly, the Commission apparently felt itself able to judge what it actually costs to put on an event and decided that it could be done for 60% of what was asked for, so I expect the same level of scrutiny on this, and the Commission, therefore, should not approve anything more than \$129,000 in keeping with their prior. If not, I think it's a very good indication of maybe perhaps some animosity toward the previous requesters. That is all I have. Thank you.

Mike Amyx:

Sir, can I have your name again? I didn't hear it, I'm sorry.

Robin Bayer:

My name is Robin Bayer, R-O-B-I-N B-A-Y-E-R.

Mayor Amyx:

Thank you. Other comment? Other public comment?

KT Walsh:

I just had a suggestion. On the list of people, the different representatives from the community and the city, etc., there was a university education representative, and they talked about how important KU is to us. I just wanted to remind you, we have another university, Haskell, with an art market and the powwows and speakers, movies, plays, etc., so I think it would be wonderful if Haskell was also represented. Thanks.

Mayor Amyx:

Thank you. Other comment?

Katy Ibsen:
Community Advisory Board
CVB

Good evening, Commission, I work with the CVB and the Community Advisory Board. To give you just a little bit of history, and these comments will be brief, but I was appointed to the Community Advisory Board in 2011, have served since then, most recently as the Chair of the Community Advisory Board in 2014. I work as a publishing partner with the Kansas Department of Wildlife Parks and Tourism on Kansas Magazine and other travel supplement material they put out there, and I'm also a member of the Travel Industry Association of Kansas. I

like tourism, I like Lawrence, so naturally, these are really great, a great marriage for me at serving the CVB. I don't know that you need a lot of convincing on a governing board, but I really want to highlight how important I think it is. The tourism expense that Lawrence has experienced, at least in the last four years that I have served the organization, has grown a lot, beyond the capacity of the Community Advisory Board, in my opinion. In keeping with business best practices, as I think our Commission is interested in doing, I do believe that a governing board would have better accountability of all of the strategic growth that we are seeing, as they are highlighting for you this evening. I also believe it would provide greater oversight over a growing operational budget, which we're seeing, a growing transient guest tax, which we're seeing, as well as growing staff personnel. Lastly, I believe the governing board will better position the organization to make challenging decisions that will affect tourism opportunities and expenditures as we move forward. Really I just wanted to highlight that. With all due respect to the gentleman's comments before about a 60% commitment, I want you to really identify all of the economic impact that the CVB has had on Lawrence and the proven numbers that we have and the statistics that we have for dollars going up in this community, and the programs that we're creating, including Junior Olympics, that continue to see that grow. Thank you for the opportunity to speak. Also, thank you to Megan and the staff who have done a wonderful job maintaining the last six months. Thank you.

Mayor Amyx:

Thanks, Katy. Yes, ma'am?

Kathy Porsch:
Lawrence Cultural
Arts Commission

I'm speaking as a private citizen. We have a cultural plan in place now, and one of the suggestions in that cultural plan was that items like this, across the city, incorporate a culture element to it. I'm very glad to see that there will be a cultural representative on the board. I was struck, however, in reading all of these documents that were posted online for this meeting that the focus seemed to be largely on sports. I think sports are very important, but even in the position description for the potential future director, the focus was on attracting sports events. I just want to make sure that we don't overlook the arts and culture elements that make this community so very special, and that also, I think, help attract sports events as well. Family members of young people who are participating in the Junior Olympics might very much like to know what else is going on in the community, for example. Thank you.

Mayor Amyx:

Thank you. Other public comment?

Mike Logan:
Owner
Granada Theater

I serve as the President of the Downtown Lawrence Inc. Board and booked a majority of the outdoor free events with the Free State Festival in 2015, and since the beginning of 2015, have

Abe & Jakes Landing

served as the Advisory Board Chair for the Convention and Visitors Bureau. Shortly into my tenure as Advisory Board Chair, and preceding my seat on DMI, we received the resignation from that director. I want to say that I think Megan's done a tremendous job of steering the boat during this time over the last seven months. I want to say that the staff has done an amazing job. We got to know them very well. I often try to support the staff in any way that I can, specifically Bob and some of his outdoor events. I got involved with the CVB because I was very frustrated, as someone who works in an industry that marketed outside of my area bringing visitors to town. I didn't really feel like I was getting a lot of support from our CVB at that time. Once I got into it, involved in the organizational side of it, it was very clear it was due to the way that the organization was created with the CVB and DMI. I am in full support. Actually, Megan, let me tell you that I've really tried to champion the charge to separate eXplore Lawrence from the umbrella of DMI. I think of eXplore Lawrence now as its own entity, with its own governing board, really as the marketing arm for the City of Lawrence. I really, really would urge the Commission to think in that respect. eXplore Lawrence has the opportunity to tell everywhere else how great we are and why you need to come here. That has a pendulum of marketing events, both athletic and culturally significant events. I think we've heard a little bit on both of those tonight. I'm in full support of the governing board and the makeup of that board. I would urge, for future consideration, as TGT funds increase, that we always have some sort of sliding scale for eXplore Lawrence. If Lawrence is attracting more visitors, we continually need to be regenerating that in ways to market our asset. Thank you. I'll take any questions.

Mayor Amyx:

Questions of Mike? Thanks Mike.

Ken Easthouse:

Good evening, 1611 East 24th Street. You may recognize me as one of the applicants for the open City Commission spot, and I wanted to take some time and say hello to everyone. There have been a lot of different discussions about using the TGT funds for eXplore Lawrence and for the Free State Festival. One thing I'd wanted to ask, and I think anyone else that could answer these questions can come up, I have absolutely no problem yielding time, is there duplication of effort right now between eXplore Lawrence and their marketing costs with the Lawrence Arts Center and their marketing costs associated with the Free State Festival? Could there be a partnership to help defray some of those costs, lowering our costs from the Free State Festival side, and giving more work for Explore Lawrence, if that was to happen?

Megan Gilliland:
Communications Manager

Sure, I can answer. This year, coincidentally, during the time of the Free State Festival, we were also producing Tour of

Lawrence, and so our staff was heavily involved in Tour of Lawrence. We didn't put any money specifically towards marketing Free State Festival. We obviously did ... Did we do some ... I don't think we did sponsored posts, did we? We included them on our website, and all those in kind donations of course, but we didn't put any specific marketing materials toward Free State Festival this year.

Someone from the audience: We provided promotional materials.

Megan Gilliland:
Communications Manager We provided promotional materials for their bags and things like that. To answer your question, there was no duplication necessarily this year, and next year, the proposed \$30,000 is to go to the Festival for their costs.

Ken Easthouse: I guess that's just something to think for future events, as we start seeing two entities that are doing essentially the same promotions of different cultural activities. We need to start maybe encouraging the Arts Council, working with eXplore Lawrence maybe, to help defray some of those costs, lower that cost for the City as a whole, so just a public comment.

Mayor Amyx: Thank you.

Megan Gilliland:
Communications Manager I think another point to his that I brought up with the staff before is that the CVB has buying power. There's times when we try and co-op ads with our restaurants, our hotel properties, and our other organizations. We would always look at the ability to co-op or to purchase ads at the lower rates that we can get because of the bulk sometimes that we purchase.

Mayor Amyx: Thank you. Other comment? Any other public comment? Back to the Commission.

Vice Mayor Soden: I do have a couple more questions for Megan.

Mayor Amyx: Please, go ahead.

Vice Mayor Soden: I did forget to ask you, for the Free State Festival, how many hotel bookings were there for that?

Megan Gilliland:
Communications Manager We called around to our hotel properties at the same time that we called around for Tour of Lawrence. That's how we understand, that's how we estimate the number of hotel rooms. We did not get a lot of notification that there were many hotel bookings specifically for the Free State Festival. The TownePlace Suites had a contract agreement with the Arts Center to house some of their people who are involved in the festival, so it was a relatively negligible amount of regeneration of transient guest tax. I will say that one of the things that matters to me a lot, and I'm putting my City hat on for a second,

is social media and our engagement. We received anywhere between half a million to 1.2 million impressions during the whole week of Free State Festival for the City of Lawrence account. Of course, we were tied at the hip with Free State Festival. I'm sure Kim would say the same thing with eXplore Lawrence. It was definitely an engaged community. Again, as I mentioned before, it's that balance of events. Some events are going to really generate that transient guest tax, and some events are going to be that, as Mike Logan calls it, a calling card, and a resume builder.

Vice Mayor Soden:

My other question had to do with I think it was, Kathy's comments. I didn't read the job description for the new director. Is it slanted towards sports, and is there a reason for that?

Megan Gilliland:
Communications Manager

If it is, I would be more than happy to go back and equalize it out. I think that eXplore Lawrence, yes, we do have a bit of a sports slant because of Bob and his arena of ability, but I would also say that on the opposite end of that, people like Toni and Kim are certainly much more on the community partnership and arts culture. Toni served on your ... She visited with your cultural planning team and things like that, on behalf of the CVB. If it is, I would be more than happy to work on that job description and make sure it's more of a balance, because it is about arts and culture. If you look at our website, to KT's question, we promoted the powwow heavily last weekend, and the Indian Art Fair. Those are things that we promote in the Visitors Guide. Again, we're not a membership organization. We'll work with anybody who's bringing people to Lawrence, whether it is Haskell or the university or a downtown business.

Vice Mayor Soden:

Thank you.

Ryan Ficken:

I'm in sales so I had to talk at some point. We have the best product in the world. It's Lawrence, Kansas, and so that encompasses anything and everything that is Lawrence, Kansas, whether it's the Buskerfest, whether it's Rock Chalk Park, whether it's a wonderful river view from the Spring Hill Suites for the corporate folks that come in. We do all those things and I think that's what makes it so great. My daily story is never usually the same. That's why I'm very excited to have this job. That's why I'm excited to work for eXplore Lawrence. I just wanted to say that. It's not sports. Bob and I are going to have to work together on the 2017 JO Olympic bid because we're going to have 20,000 hotel rooms. Somebody's going to have to organize that. I don't know anything about what Bob's doing with the site plan, so I'll help him out with the things I do now. Let's organize some room blocks and get some people in here. I just want it reiterated that we 100% sell every aspect of Lawrence, Kansas, from Haskell to KU, to the Holiday Inn Convention Center, to, I don't want to leave any properties out,

because I will get called tomorrow that I left some out. We have fantastic hoteliers; they work with me on a daily basis. The people that come to Lawrence, Kansas talk about the experience that they have. That is why they continually come back and that's why we have some of these great things that are going on. Thank you.

Mayor Amyx: Thanks. Other questions? Nothing?

Vice Mayor Soden: I can think of more.

Megan Gilliland:
Communications Manager You have officially had your 101 session in travel and tourism for the evening, and if you have any questions, we'll stand for questions.

Mayor Amyx: Any other questions of Megan or any of the speakers that we've had this evening? Megan thanks for all your hard work in this. I know that you've had the opportunity to visit with so many different folks in Lawrence involved with accommodations to who knows what. I can't even imagine the education that you've had the opportunity to receive over the last several months. I know on behalf of the Commission, I want to thank you for all of the hard work that you've done. Our staff thanks. Sell Lawrence, Kansas. That's what it's about. Ryan, I think you're right, all aspects of it, we don't forget anything, and make sure that everybody has their items being told to everybody outside this community. That's what it's about. I think that commissions make decisions, and that's what we're being asked to do. We're talking about applying for a whole lot of new friends coming to town. I think if we can work out this granting board and a mission statement through the charter ordinance, I think I'll be happy with all of that, and I know that that's going to come soon. I look forward to working with Megan and Diane and others as we put that together, but I'm ready to go ahead and approve all the new things and the applications, because, Vice Mayor, I think you're right, we're at the ground floor with Rock Chalk Park, and shoot, have I had opinions about that place, my gosh. It's built and we need to help get our money back, and it's a great opportunity to be able to serve junior athletes, and so it's a good place to go out and show what they can do. It's also the opportunity to be able to show our town off to a whole lot of new people and get them to stay here and do what they do best and we'll thank them for spending their money while they're here. That's the deal. Anything else?

Diane Stoddard:
Interim City Manager If I might, as you look to consider the reorganization items, one thing to note, as Megan has indicated, the eXplore Lawrence entity has not yet been created, and so we are certainly recommending that you consider authorizing the Mayor to execute the agreement this evening, but we would recommend

also that you hold off that execution then until the entity is formally organized, and we would certainly work with the Mayor on that.

Megan Gilliland:
Communications Manager

The vacancies for the board that you may approve this evening, that will be a public process as well, obviously get it out to existing Advisory Board members and then also some link to the community to let people know that this is the way that you apply for the vacancies, and here's the criteria that we're looking for.

Mike Amyx:

Let's advertise that. Going back to what you said, Diane, you want us to go ahead and authorize the Mayor to execute the agreement?

Diane Stoddard:
Interim City Manager

Yes, I would recommend that, and then we'll just hold that execution until the new entity is created.

Mayor Amyx:

Questions?

Commissioner Boley:

I wanted to comment that Megan has assured me that there will be out of budget cycle requests from the transient guest tax fund.

Megan Gilliland:
Communications Manager

I told you.

Commissioner Boley:

You've told me that many times.

Megan Gilliland:
Communications Manager

The budget process, that-

Commissioner Boley:

What I wanted to say is, Bob, you did a great job. You told us how many hotel rooms we're going to get filled up. That's what makes an out of cycle request, in my opinion.

Vice Mayor Soden:

Do we need to make a motion for this resolution?

Mayor Amyx:

Yeah, hold on. Any other questions? Any other comments? Okay. The items before us then tonight are to consider adopting the resolution 7142.

Moved by Commissioner Boley, seconded by Vice Mayor Soden, to adopt Resolution No. 7142, creating a governing board for eXplore Lawrence; authorize the Mayor to execute an agreement with eXplore Lawrence to operate the Convention & Visitors' Bureau, approve the bylaws for eXplore Lawrence; and, approve the guest tax allocation up to \$215,221 to support bids from eXplore Lawrence/Lawrence Sports Corporation to support three (3) regional/national sporting events, contingent upon Lawrence winning the bid to host the events. Motion carried unanimously.

F. FUTURE AGENDA ITEMS:

Diane Stoddard, Interim City Manager, outlined potential future agenda items.

G: COMMISSION ITEMS:

Commissioner Herbert: I had a procedural question I want to clear up.

Mayor Amyx: I think we're going to need the City Attorney.

Commissioner Herbert: Sorry Toni, I'm going to make your night not as fun here in a minute. On "Approve request from Lawrence Arts Center", the action as it appears on the agenda was to approve the request for \$100,000. It's a procedural question. We ended up authorizing \$60,000, but we did so without any amendment coming from the group. Can we do that? We essentially altered the action without an amendment.

Toni Wheeler: I think as long as you were all clear when you voted on it and it's recorded properly in the minutes, I think that is fine. The Kansas Open Meetings Act doesn't require that agenda be prepared, but if one is prepared, you should put the items on it that you intend to take action on, but those agendas can be modified on the spot, so I would contend that it was not a procedural deficiency, as long as it's recorded properly.

Mayor Amyx: I do have a City Commission item. This really doesn't have a whole lot to do with the City other than we buy it for all the vehicles that we have to. We've had a lot of people that have talked to me and you've all seen it, the price of gasoline in our community versus what's happening in other communities. We hear that there's a great difference between the price here, the price in Topeka and the price in other communities. You know, it doesn't seem right and especially I'm sure that we get hit with the increase and prices that we have also. Can we find out how come the price of gasoline in Lawrence, Kansas is so much higher, or is higher than other communities? I think if we've got to sign an oath or take an oath, I guess, to protect the public health, safety and welfare. I think somewhere it comes in there that we have to pay for the price of gas. I don't how far that we can actually find out, but I think it's something that we need to know. I've had enough people talk to me about it lately that I think it's got to have an effect on our cost with Public Works, Fire Department and Police Department, you name it. Everything we have has gas so I would be interested and I think everybody in the community would too.

Diane Stoddard:
Interim City Manager We can try and see what we can do on that.

Mayor Amyx: We've got an auditor.

Commissioner Herbert: I think you're going to run into the old supply and demand

problem here where you're paying it, aren't you?

Mayor Amyx: I'm going to tell you, I just wonder though, I think it's a question to ask.

Diane Stoddard:
Interim City Manager I'm sure there are a number of factors that go into that.

Commissioner Herbert: We all complain as we pump it.

Diane Stoddard:
Interim City Manager And interestingly when I worked for another community, the same question was asked.

Mayor Amyx: Well now I feel like that I'm being hit. So anyway, there you go.

Vice Mayor Soden: Well I went to Leavenworth last weekend and when I came back here, I purposely got gas in Leavenworth that was 30 cent cheaper a gallon. So, I totally understand.

Mayor Amyx: And their talking about the \$1.90's in other communities, very close to hear, I'm thinking there's something wrong with this picture, a little project for the week.

Commissioner Herbert: I just want to do a real quick shout out to Parks and Rec and the Lawrence Municipal Swimming Pool. Yesterday, I had the opportunity to once again; it's become an annual tradition of my household to take part in the Pooch Plunge. Drag my two little mutts out there and threw them in the water. They didn't like it, but they dealt with it. What a great tradition that is. If people aren't familiar with it, it's the very last day the public pool is open every year. It's typically the week of labor day, but this week because of the work at Free State pool was pushed back a week and I've got to tell you there were probably, I don't know, 200 to 250 dogs when I had my two little mutts there. It was a fantastic time. That's the stuff I live for. I love opportunities for the community to come together and kind of have that social piece collectively and it was a good event and I was glad to take part in it. I hope that stays around a long time.

Mayor Amyx: Sounds good. I know a lot of people look forward to that every year. Mark I had a lot of good comments. Chief Bradford, a lot of good comments about the open house for the fire department. Commissioner Boley brought it up last week.

Commissioner Boley: I went to Fire Station No. 1, that was great and we've got more coming up. They are on Saturdays. I really encourage people to get out. I went to the Pooch Plunge. I didn't see you there, but I saw a lot of dogs.

Commissioner Herbert: You can see my little runt on Pawsh Wash's website.

Commissioner Boley:

We were also fortunate to be at the Valor Awards and that was great. It was great to see the first responders are recognized. I also want to send a shout out to Scott and the Planning Staff. I'd like to recognize their work on the rental license interactive map which identifies all rental dwelling units that are licensed and in good standing. Citizens will be able to click on the blue map dot of a rental property and view the landlord name, zoning district, the number of units licensed and the apartment complex name, if applicable. This interactive map will make information that is in the public record, readily available to the citizens of Lawrence. Thanks Scott, I'm looking forward to seeing that.

H: CALENDAR:

Diane Stoddard, Interim City Manager, reviewed calendar items

I: CURRENT VACANCIES – BOARDS/COMMISSIONS:

Existing and upcoming vacancies on City of Lawrence Boards and Commissions were listed on the agenda.

Moved by Commissioner Soden, seconded by Commissioner Herbert, to adjourn at 9:00 p.m. Motion carried unanimously.

MINUTES APPROVED BY THE CITY COMMISSION ON DECEMBER 8, 2015.



Brandon McGuire, Acting City Clerk