

**Sister Cities Lawrence  
Governing Board Meeting  
October 14, 2020 Minutes**

MEMBERS PRESENT: Ken Albrecht, Bill Keel, Diana Carlin, Sheri Hamilton, Amy Meyers, Kelly Scholz, Courtney Shipley, Jan Miller, and Bob Schumm

CITY LIAISON: Porter Arneill

MEMBERS ABSENT: Melissa Johnson

GUESTS PRESENT: Bob Moody Publicity Committee Chair, Phyllis Farrar Website Committee Chair, and Hans Carttar, Chaperone Committee Chair

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Chair Bill Keel opened the meeting at 5:33. Because of the shutdown of City Hall due to the COVID-19 pandemic, the meeting was held virtually.

**Meeting Materials Provided:**

- Meeting agenda
- Draft September minutes
- Financials
- Website committee report

**Announcements and Guests**

- Keel introduced Website Committee Chair Phyllis Farrar and Publicity Committee Chair Bob Moody.
- The city has not forwarded the \$8000 from the Transient Guest Tax from lodging for 2020. Those funds are lower due to the pandemic and the city needs to revisit allocations. Arneill will make the argument for funding for Sister Cities Lawrence.

**Approval of Minutes**

- August minutes were approved via email. Shipley moved and Miller seconded approval of September minutes as presented. Passed unanimously.

**Review of Financials—Hamilton**

- Accounts are as follows: Intrust Savings \$ 14,495.76, Intrust Checking \$13,714.36, Intrust Scholarship \$24,267.35, and Envista CD \$31,047.44. and Total deposit is \$83,524.91
- . We had to reimburse Tom Lipp for the youth hostel which he paid in February. He was then reimbursed but gave the money back because he expected to be reimbursed by the hostel. He has not been reimbursed, however, and had to be reimbursed again by SCL. If they do get the reimbursement from Berlin, they will turn it over to us.
- The loss for Eutin is \$4000 which includes the youth hostel reimbursement.
- The CD has not been moved from Envista yet but should be transferred to Intrust by the November meeting.
- Scholz reminded that the trip reserve will be moved over to retained earnings to.

- Scholz moved and Miller seconded to approve the financial report. Passed unanimously.

### Website Committee Report: Farrar

- Farrar summarized her written report.
  1. New posts since last meeting:
    - a. About page. Screenshot of the 9/8/20 SCL Board Meeting on Zoom.
    - b. News page. 9/21 Press release about Hiratsuka 30<sup>th</sup> Anniversary; Proclamation honoring 30 Anniversary made at 10/6 commission meeting
    - c. Essay submitted by 2019 Iniades youth exchange participant, Mei Gordon Washington, to be added to the Iniades Timeline.
  2. Continuing to work on the 3 timelines. "Publication date" undetermined. Note data below.
  3. Analytics Report: See chart below. I am reporting recent 30 days' data in second column. Previous reports (column 3 and 4) for comparison only.

Report date	October 14	September 8	August 10
Reporting period	Sept. 15 – Oct. 14 (30 days)	Aug 10-Sept 8 (30 days)	July 12-Aug 10 (30 days)
Total Visits	241	120	359
Daily high	23 (on 9/21/20)	14 (on 8/24/20)	222 (on 7/22/20)
Daily low	1 (one day)	0 (3 days)	0 (2 days)
Avg daily visits	8	4	12
Visitor locations	US – 168 Germany – 34 Netherlands – 33 Japan – 5 Misc. -2	US – 93 Germany – 8 Netherlands – 5 Belgium – 2 Japan – 2 Greece – 1 Misc. - 4	US – 280 Greece – 30 Germany – 13 Japan - 11
Total Page Views	470	230	566
Individual Page Views	Home – 230 Eutin – 55 Hiratsuka – 32 About – 30 *Hiratsuka Timeline – 19 News – 15 Hiratsuka 30 <sup>th</sup> press release – 13 *Iniades Timeline – 12 Iniades – 12 *Eutin Timeline – 11 Fran&Mat – 9 Kelly&Arne – 8 Timo&Chrissy - 8	Home – 124 Eutin – 27 Hiratsuka – 18 About - 13 Kris&Inga-8 Member – 7 Iniades – 6 News – 5 Don & Stefi – 4 Feature on KLWN – 4 Kelly & Arne – 3 Fran & Mat – 2 Megan & Aris – 2 Timo & Chrissy – 2 News, Promoting Peace – 2 News, Covid - 1	News, Kelly&Arne – 177 News, Megan&Aris – 142 Home – 107 Hiratsuka – 19 Iniades – 16 About – 15 Eutin – 14 Timo&Chrissy – 14 Fran&Mat – 12 Kris&Inga -12 News - 10
Memberships	1 (2021)	1 family	1 family

Starting on November 1 the analytics will be checked on first day of each month.

### **Publicity Committee—Moody**

- Schumm is preparing his article for the Eutin newspaper.
- Chad Lawhorn sent the ad prices and proposed January 17, 2021—a Sunday—for the insert.
- Moody needs more names for advertising prospects. The LJW ad team had conversations with Arneill for city participation. Arneill will check on an ad from the city.
- Scholz will contact families of students who participated in all the exchanges for ads from each group.
- Keel drafted a letter to send to potential advertisers. Moody indicated that some wording changes may be needed for companies that have not made contributions again. Moody will ask Lawhorn for copies of the ad sheet.
- Moody completed his article for the Eutin paper, and it was translated and sent.
- Scholz asked if we have a target date for a decision on going ahead with the supplement.
- The letters will be signed by Keel but the board member who contacts the potential advertiser will write a personal note on the letter and if possible, hand deliver it.
- Miller offered to print the letters and flyers and do the mail merge. Farrar suggested that anyone who solicits should print their own.

### **Chaperone Committee: Carttar**

- Carttar conferred with Johnson, Schumm and Albrecht since last meeting and all feel that before we recruit chaperones or solicit interest from students/families, we need to have defined criteria for how/when we would deem it safe to travel, defined protocols for how to travel safely in a Covid environment, including how to handle any infections that might occur during the trip (where to quarantine and who oversees the quarantined person) and a modified timeline including a specific go/no go date for each program. The resulting recommendation from the Chaperone Committee is to pause all exchanges until those details are defined. Keel suggested that we need chaperones first. Scholz would like to see protocols developed.
- Hamilton raised the issue of financials because we lost money on Eutin last year. We need to have deadlines in place to avoid losses again. Keel suggested that to avoid financial losses in the future we use the KU study abroad model of debit cards for each account.
- Moody noted that we should check with Eutin and Hiratsuka to see if they are letting Americans in. Miller pointed out that it is a fluid situation in terms of where we can travel.
- Keel proposed that we pause in 2021. Scholz moved that we accept the recommendation of the chaperone committee and pause the exchanges. Meyers seconded. Passed unanimously.

### **Membership— Miller and Meyers**

- Miller reported that the membership committee met in October
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### **FOI (Friends of Iniades)—Schumm and Meyers**

- Discussed with Carttar the possibility of putting a hold on our exchanges until the pandemic situation becomes clearer.
- Schumm had communication with Dimitra. The mayor of Messolonghi asked for a video to reaffirm the relationship. A video was made with several members of the Friends group. Schumm invited the mayor and suggested that the relationship take in Messolonghi given the reorganization of the political units.

- Dimitra is still planning an April 2021 visit with students.
- Schumm asked if we could send students in 2021 but the Greeks are unlikely to provide host families.
- Meyers does not believe that we can send students this summer and our best hope is for the Greek delegation to visit in April. We would then send our students in 2022.

#### **FOE (Friends of Eutin)—Scholz**

- Scholz reported that the Schleswig-Holstein state in Germany has not decided on whether students can participate in exchanges.
- Scholz noted that we need to decide now if we are going to attempt exchanges or we will not have exchanges and we need to have the information to our sister cities.

#### **FOH (Friends of Hiratsuka)—Carttar**

- Johnson conferred with Carttar prior to the meeting with the suggestion that the program be paused for 2021.
- Keel summarized the proclamation and other recognitions of the 30<sup>th</sup> anniversary.
- Delayed 30<sup>th</sup> celebrations will be discussed at a later date.

#### **New Business**

- Keel suggested that we formally cancel the trivia fundraiser. Shipley noted that there are several virtual trivia games, and we should reconsider. Carlin offered to investigate.
- Keel asked for discussion regarding the annual meeting and election of secretary, treasurer, and Hiratsuka representative. Scholz pointed out that it has to be virtual and will investigate the options for the meeting.

#### **Action Items**

- Carlin will report in November on virtual trivia.
- Scholz will check on the virtual annual meeting.
- Miller

**Next meeting:** November 11, 2020 at 5:30 p.m. The meeting will be virtual.

Meeting adjourned at 6:46 p.m. Hamilton moved and Scholz seconded.

Submitted by Diana B. Carlin, Secretary