

Sister Cities Lawrence

Governing Board Meeting

April 12, 2023, Minutes

MEMBERS PRESENT:	Ken Albrecht, Bill Keel, Diana Carlin, Sheri Hamilton, Kathleen Hodge (virtual), Bob Schumm
MEMBERS ABSENT:	Jan Miller, Kelly Scholz, James Hilliard, Lisa Larsen
CITY LIAISON:	Stephen Mason
GUESTS PRESENT:	Stephen Arbeau, Eutin chaperon

Chair Bill Keel opened the meeting at 5:37 pm in the conference room of the Watkins Museum.

Meeting Materials Provided:

- Meeting agenda
- Website committee report
- February and March Treasurer's report
- March draft minutes
- Record of Sister City gifts
- Publicity report

Announcements and Guests

Keel introduced Stephen Arbeau who will chaperone the Eutin group in June. Arbeau reported that six students are going with the group departing May 28 and summarized travel plans.

Approval of Minutes

- Schumm moved and Hodge seconded approval of the minutes as corrected. Approved unanimously.

Review of Financials—Hamilton

- Hamilton submitted financials from February: Checking \$ 27,787.12, Savings \$ 48,593.21, Scholarship \$ 26,989.65, Trip Fund \$ 2,381.69, Total Deposit \$ 105,751.67. March report:
- The scholarship check from Lawrence Breakfast Optimist Club was received. Checking \$31,065.92, Savings \$ 45,783.80, Scholarship \$ 29,851.16, Trip Fund \$ 2,381.69, and Total Deposit \$ 109,082.57.
- Membership checks are coming in as a result of upcoming trips.
- Background check was paid.
- Interest rates are up on our scholarship account.
- \$2381.69 is left in the trip fund.
- In 2022 Hamilton was able to have a debit card from the account, but InTrust bank indicated that it might not be possible again. It was suggested that we open an account for the chaperones and transfer funds to them and then close the account after the trips.

- Hamilton sent Arbeau a Google doc for every student who is going to Eutin tracking their payments.
- Carlin moved and Schumm seconded approval of the February and March financial reports. Passed unanimously.

COMMITTEE REPORTS

Website—Farrar

- The report is attached to the minutes. Farrar was not present to highlight the report.

Membership Committee— Farrar

- Farrar submitted a written report:
- Several new memberships were received this month from families participating in the Hiratsuka exchange. All 9 families are now members.
- I have received the list of the six families participating in the Eutin exchange from Ken A. So far, one of
- 6 families have paid for membership.
- Total memberships to date: 30 memberships - 7 individual, 23 family.

Public Relations Committee-Miller

Miller provided a written report:

- We will do a BLAST media for our save the date trivia night in November. I will also be try to get a couple of sponsors/table sponsors that are businesses for this event.
- Phyllis has asked that I help add CONTENT or SPECIAL INTEREST stories for the website.
- Each month/quarter, I want to feature a FORMER exchange student from the high school/KU exchanges. A "SPOTLIGHT SERIES", if you will.
- My hope is to catch up with a few of our alumni from all 3 sister city exchanges and feature a brief check in on WHERE THEY ARE, WHAT THEY'RE DOING (school career, or other news) and travel they have done, and how the program had impact on them.
- Our first "spotlight" feature will be former exchange student Sophia Hamilton. She did the Eutin and her family host a student from Germany as well. She also has had several exciting opportunities since high school and we will use the feature to share what she has been doing since her exchange year, and what is upcoming for her. We will include a couple of photos.
- Please feel free to suggest any other folks, students from other programs that may be of interest. I Would like this to be an ongoing "spotlight" series.

Fundraising Committee—Carlin

- Carlin reported that the trivia contest is postponed until November due to conflicts from potential teams. Miller has plans for publicity and corporate tables as noted in her report.

Financial Aid Committee—Keel

- Keel reported that six students from Hiratsuku and one from Eutin applied for assistance. The committee reviewed the requests and awarded \$8250. This is \$500 over what is in the fund plus the Rotary and Optimist allocations. The Eutin student received a 50% scholarship, four Hiratsuka students received 50% and one received \$800. Since these allocations were made, more applications were received. Keel requested \$2400 to cover the additional financial aid. Schumm moved that we suspend the policy regarding a maximum of 25% from the scholarship fund for 2023 and allocate an additional \$2400 from the scholarship fund; Hamilton seconded. Passed unanimously.

Chaperone Committee—Hodge

- Hodge reported that she sent an email to Keel with copies to Schumm, Albrecht, and Hilliard regarding updates on developing chaperone vetting procedures and policies. The committee has not met to date. The committee will meet next week. The committee will report in May and consider approval.

FOI (Friends of Iniades)—Schumm

- Schumm reported that there is no response from the Mayor.
- Schumm received an email from someone who wants to form a Modern Greek language table to practice Greek. She is looking for suggestions for someone who might be interested. Suggestions were made.

FOE (Friends of Eutin)—Albrecht

- Albrecht is appreciative of Arbeau's efforts to chaperone and organize the Eutin trip.

FOH (Friends of Hiratsuka)—Hilliard

- Hilliard submitted a written report that there are no updates from last month.

New Business

- Albrecht moved that we rescind the COVID-19 policy on our website; Schumm seconds. Passed with one abstention.

Schumm moved and Albrecht seconded adjournment until. The meeting adjourned at 6:50 p.m.

The next meeting is May 10, 2023, at 5:30 pm at the Watkins Museum Community Room.

Submitted by

Diana B. Carlin, Secretary

Website Committee Report, April 12, 2023

Phyllis Farrar, Website Committee Chair, reporting

Our website is www.sistercitieslawrence.org

Committee member: Jeannie Houts

Postings/updates to the website:

- ☑ Posted approved February GB minutes.
- ☑ Added picture taken at March meeting to Board and Policies page
- ☑ Prepared, published, then deleted announcement about Trivia Night. Saved for November.
- ☑ Updated mailing address on pdf/paper membership form
- ☑ Finished scanning pictures from Mitzi Keel's Eutin 10 th Anniversary Scrapbook.
- ☑ Assigned scanning pictures from Rebecca May's Hiratsuka 10 th Anniversary Scrapbook to Jennie Houts and she set a goal to finish the job this summer.

Analytics for 30 days of visitor traffic on the website are summarized in the chart below. The previous 3 months are shown for comparison.

Reporting period March 2023 February 2023 January 2023 December 2022

(30 days) Mar. 5-Apr.3 Feb. 6- Mar.7 Jan. 9 – Feb. 7 Dec. 4 – Jan. 2

Total Visits 185 266 244 150

Highest day 11 26 17 19

Lowest day 1 1 1 1

Avg daily visits 6.2 8.9 8.1 5

Total Page Views 299 505 466 271

Geography of page views:

U.S 154

Germany 15

Japan 3

Greece 2

Total of 180 page views (past 30 days) in order of popularity:

Home (69 views)

Become a member (45 views)

Eutin (31)

Board and Policies (29)

Eutin Timeline (23)

Hiratsuka (22)

Kris and Inga (12)

News and Events (11)

Iniades (6)

Japanese Friendship Garden

attracts tours (6)

Kelly and Arne (4)

Megan and Aris (4)

The Sacred Stone (4)

The rest had less than four views

Website expenses:

I recently requested reimbursement for annual fees for the website that were charged to my personal credit card –

☞ \$12 for the domain name (sistercitieslawrence.org)

☞ \$312 for Squarespace web hosting.

Gift Archive Document.

https://docs.google.com/spreadsheets/d/1BUVDPjLrxLKSSukH5RZleawt5kH8dxvAPxCYws51D8g/edit?usp=share_link

Anyone knowing the location of a gift to Sister Cities Lawrence should enter it into this shared Google Doc, which is now being shared with Steve Novak, and some members of his Museum class.