

Sister Cities Lawrence

Governing Board Meeting

May 13, 2020 Minutes

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

CITY LIAISON: Porter Arneill

MEMBERS ABSENT: Melissa Johnson

GUESTS PRESENT: Bob Moody Chair of Publicity Committee, Phyllis Farrar Chair of the Website Committee

Chair Bill Keel opened the meeting at 5:36. Because of the shutdown of City Hall due to the COVID-19 pandemic, the meeting was held virtually.

Meeting Materials Provided:

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

Announcements and Guests

- Keel introduced Website Committee Chair Phyllis Farrar and Publicity Committee Chair Bob Moody.

Approval of Minutes

- Scholz moved and Albrecht seconded approval of the March 18, 2020 minutes. Approved unanimously
- Shipley moved and Hamilton seconded approval of the April 8, 2020 minutes. Approved unanimously.

Review of Financials - Provided by Hamilton

- Total accounts are \$76,939.07, Intrust savings are \$14,487.88, Intrust Checking is \$7,394.71, Scholarship is \$24,254.15, and Envista CD is \$30,802.33.
- Michelle Fales filed the 2019 taxes prior to April 15, and Fales assisted Hamilton in filing the Secretary of State's report and paid the fee. Fales will assist Hamilton with preparing taxes and the SOS report for 2020 if needed. Scholz asked if Fales will send the documentation since the collaboration was done virtually.
- Two checks were written. One was to reimburse Farrar for the logo development (\$50) and the other was for the Secretary of State.
- There was \$150 in new memberships deposited. Hamilton anticipates that there are fewer renewals due to the COVID shutdown.
- Hamilton needs to know when online memberships are paid. Farrar explained that only one person can receive emails from the public, and they will be directed to the appropriate person. Hamilton can view the payments, however.
- Scholz asked under what category the cost for the SOS payment is listed so that it can be added to the budget. Hamilton said that there is a line.

- Keel reported that the Lipps have not received refunds for group airfare, youth hostel and trip insurance. They are expected in June. Refund of the group train ticket will require action by the school in Eutin. That, too, is pending.
- Albrecht moved and Scholz seconded approval of the May financial report. Passed unanimously.

COMMITTEE REPORTS

Website Committee—Farrar

- Farrar referred to the notes she sent prior to the meeting.
- Met with Membership co-chairs, Jan and Amy, and Treasurer Sheri on April 9 to ensure that both paper membership form and online form collect identical information via the Web site.
- Met 4 times with Sterling, Webmaster. We finalized the online membership form, payment process, and additional edits needed. Combining travel payments with the membership and donation process became too cumbersome. He discovered a billing tool in our Square-Space contract, appropriate for travel payment. Agreed to postpone work on a travel payment process until 'Phase 2'.
- Website was published on April 29.
- Met individually with Website committee members – close run-through of site for editing details. Sterling completed additional edits by May 11.
- **Analytics Report**, from April 29 to May 10:
 - On April 29: 30 visits (after email to SCL Board that the site was 'live')
 - On May 8: 125 visits (after email blast from Amy to the membership list)
 - Total visits: 369
 - U.S. 206
 - Greece 152
 - Germany 6
 - 1 each, Australia, Switzerland, Ireland, Malta, Netherlands
 - Total page views: 1158
 - Iniades 250
 - Eutin 127
 - Hiratsuka 79
 - About 111
 - 3 memberships have been paid online; the form works. Need to verify that the money was deposited in checking account.
- Arneill has posted our new logo and made a link to our webpage from the city's webpage.
- Remember that the quantity of visits is the only way to make our site rise to the top of a browser search list. Keep visiting; share the address with friends/family; make sure friends/contacts in Eutin, Hiratsuka, and Iniades know about the site.
- Need one more scenic photo of Iniades/Katochi/Messolonghi to replace the Greek picture in the banner on home page.
- Website photo policy is available on the About page.
- Phase 1 is complete and planning for Phase 2 will start in June. The committee is open for suggestions.
- Keel asked the board to officially compliment Farrar and the committee.

Publicity Committee—Moody

- Moody submitted a media release about the new logo and website.
- As a result of the media release, Moody appeared on KLWN today on Hank Booth's show. There will be a repeat visit to discuss the visits and fundraiser later. Booth offered to assist with a PSA to run on KLWN to solicit information from individuals who went on trips.

- Moody suggested that Keel appoint a historian to track all of the past representatives and other information about the trips that could also be used on the website.
- Farrar and Moody discussed having profiles of individuals who took the trips 10-20 years ago and there is a human interest in the four marriages that have come out of the trips. There was also a mother-daughter connection where both visited Hiratsuka. Another are landmarks such as the Friendship Garden, the cherry trees and the sundial in Veteran's Park.
- Moody noted that the Japanese have a t-shirt every year and we could have a picture of all of them.
- Carlin suggested that we talk to Clenece Hills about appearing on Timeline on KLWN and inviting students who have gone on the trips, including Lauren Malik who went to all three, to appear on the show to advertise the trivia scholarship fundraiser.
- Farrar suggested something new every month on the news list. It won't have to be a news release.
- One committee member is checking into an official FaceBook page and then linking other FaceBook pages to the official.
- Albrecht asked if it is appropriate to write a news release when we have visiting delegations and Moody answered affirmatively.
- Miller asked if we can notify members when there is new content. Miller and Meyers discussed the possibility of a monthly email or quarterly newsletter to direct them to the website. Discussion followed. Hamilton suggested that we could have a sign up for a monthly newsletter. Farrar indicated that on the membership form asks if people want to receive information.

Membership—Miller and Meyers

- The monthly email is one of the major initiatives the committee is considering.
- Meyers emailed about 100 people about the new website and they are potential members.
- Farrar asked what our membership count is to date.
- Scholz suggested that the committee should provide a report monthly. Hamilton does provide that to the committee regularly. Hamilton informs them of who has not renewed. There are approximately 42 household members currently. Albrecht noted that numbers will be down because we aren't having trips. Scholz pointed out that funds we allocated for trips won't be coming out of our budget so there is a balance. Keel asked for a membership update in June.

FOI (Friends of Iniades)—Schumm and Meyers

- Schumm indicated that there have been no meetings since the last board meeting. If the visit is still on schedule in early June, then the committee will meet.
- The group will be here August 8-18. Meyers has worked on home stays.
- Moody heard a rumor that any travelers from Europe will be quarantined for 14 days.

FOE (Friends of Eutin)—Albrecht

- No updates

FOH (Friends of Hiratsuka)--

- No report.

New Business

- Albrecht suggested that if we do change our Greek affiliation that we use our new logo on the new sign. Schumm agreed. We would need to work with the city and highway department to find out if there are restrictions on content and design. Shipley believes that the city works with KDOT and that the city has its own sign department that could do something different. Arneill asked when the current signs were posted, and he will check on what approvals are needed. Moody and Scholz stated that the signs went up when Iniades was added approximately 10 years ago.

- Farrar asked Arneill about the PSA that is on the website. Iniades is mispronounced and the tape needs to be edited if possible. Arneill said that it could be re-recorded and suggested that our contact in Greece record it and send the recording and it can be edited. Someone needs to send her the script to record.

Schumm moved and Miller seconded adjournment. The meeting adjourned at 6:53 pm.

For Future Action:

- Arneill will check on signage issues.
- Script for Iniades needs to be prepared and sent to Greece.

Next meeting: June 10, 2020 at 5:30 p.m. with a virtual meeting

Submitted by Diana B. Carlin, Secretary