

Sister Cities Lawrence Governing Board Meeting June 10, 2020 Minutes

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

CITY LIAISON: Porter Arneill

MEMBERS ABSENT:

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 May 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 May 13, 2020 minutes as corrected. Approved unanimously.

Review of Financials—Hamilton

- Total accounts are \$77,864.89. Intrust savings are \$14,489.72 Intrust Checking is \$8,315.60 Scholarship is \$24,257.24 and Envista CD is \$30,862.33.
- Hamilton and Keel met to deposit reimbursement checks for the Eutin trip. We were refunded 85% for the airfare and the hostel was refunded. Hamilton complimented Tom and Hildegard Lipp for the work they did to secure the reimbursements. The deposits will be reflected in the June financial report.
- Scholz noted that the difference will be made up from the Eutin reserves at the end of the year.
- Keel noted that the trip insurance was paid directly by the Lipps and will not be reflected in our Eutin accounts nor will the train trip to Berlin. Scholz suggested that we reimburse the Lipps for their out of pocket expenses in case they are not reimbursed. Keel will ask the Lipps about the status of the reimbursements and will offer to reimburse and to find out the best way to transfer.
- Hamilton explained how contributions are being tracked from the website to the checking account. The amount on the checking account statement is not the same as the amount donated/paid most likely due to the fees charged for web deposits.
- Hamilton reported that there were donations made in Bill Keel's mother's Ruth's name.
- There were five new memberships.
- Hamilton paid Sterling Moody for the website development and maintenance.
- Carlin moved and Johnson seconded approval of the May financial report. Passed unanimously.

COMMITTEE REPORTS

Website Committee—Farrar

- Committee meeting: our June 1 scheduled meeting did not take place. We rescheduled for June 22.
- Webmaster: We met last Monday. We discussed small tweaks and additions: the minutes from March and April 2020 need to be posted; 4 sets of minutes from 2019 to post. Several high-quality scenic photos are to be added to the rotating gallery at the bottom of the Iniades page. The photographers are Megan and Aris Tsifopanopoulos from Messolonghi. Megan (Lethbridge) was a KU theater student at the summer institute in 2014. Sterling completed all the changes by Tuesday night.
- Bob Moody, Publicity chair, will report about new posts to the News page.
- Phase 2 –three new Timeline pages. For each year of each sister cities agreement, there will be a few (2-4) pictures of exchanges, delegations, or events, with captions and identification of participants. It might start with 2019 and work backwards, or start with the early years using newsletters and previous website photos. Or maybe a combination of both. In some respects, this is the task of an archivist, which I enjoy. Between my committee members and several of you, we have already located a considerable amount of material while developing pages in Phase 1. We are open to suggestions.
- A Website Manual - I have started documenting major aspects of managing and maintaining the SCL website and online payment system. The contract with Sterling ensures that we have an expert taking care of the website this first year. The manual prepares us to take care of it ourselves when the contract is up and provides materials for training someone to serve as Webmaster in the future.
- Farrar reported that there is an excel spreadsheet via a Google shared drive that has membership and financial information from the website each month.
- Hamilton raised the issue of needing to ensure that we have a secure way of sharing information.
- Analytics Report, May 11 to June 9
 - Total visits 169
 - Daily high – 30 visits (on May 11)
 - Low – 0 (5 days)
 - Average – 5.5 visits per day
 - US – 148
 - Greece – 9
 - Germany – 6
 - 6 random countries, 1 each
 - Total page views for this month– 369 (approx. 2.2 pages per visitor)
 - Home - 153
 - Eutin – 42
 - Iniades – 30
 - About – 29
 - Hiratsuka – 21
 - News – 20
 - Member – 11
 - News item, new webpage & logo – 10
 - News item, Covid – 8
 - News item, KLWN interview - 6

Publicity Committee—Moody

- The first of six weddings resulting from the exchanges is now on the website. An email was sent to Jan and Amy suggesting that it be sent to the members with a reminder to pay if they haven't. The couples have approved the stories and photos and will be posted each week. One couple wants prefers that the only information posted be what was originally in the Journal-World.

- Schumm asked if once a new post is added will the others remain online? Moody and Farrar explained that the most recent will be on the News page and there is a link to the archive.
- Moody contacted Chad Lawhorn to request using the announcement on the website. Lawhorn will notify his features editor for interest.

Membership—Miller and Meyers

- Keel indicated that Michelle Fales wants to serve on the committee
- Meyers reported that we have 42 members which is similar to last year. Meyers asked if we have a membership goal. Keel and Scholz indicated that we have a budgeted amount from membership and that the committee should suggest a goal. Meyers suggested that 150 is a reasonable number and that all board members begin listing their contacts who are possible members.
- Miller would like to have an official challenge to the board members to come up with 10 names.
- At trivia night we have a table to solicit members.
- Keel asked if there is a way to let the board members access. A monthly report will be shared with the board. Carlin suggested that we investigate using Dropbox for all of our shared information.

FOI (Friends of Iniades)—Schumm and Meyers

- The Greek visit is still scheduled for August 8-18. Schumm called a committee meeting for next week to review the itinerary. He is in communication with the Greek delegation. Their prefecture only had one case and he is well. Greece had one of the lowest per capita incidence of COVID-19.
- The recommendation for school visits is to not have any visits and the Lawrence schools won't start until after they return.

FOE (Friends of Eutin)—Albrecht

- Albrecht indicated that we need a chaperon for the 2021 group.

FOH (Friends of Hiratsuka)—Johnson

- No report.
- Carol Shankel sent an updated fact list to Farrar for the website.

New Business

- Hamilton learned that Fales was voting for the board with Sister Cities International. The executive board suggested that the chair be the voting member. Keel will check with International about changing the voting contact.

For Future Action:

- Since Arneill had to leave for another meeting, Shipley will check with him about the action item related to signage at the city limits for the next meeting.

Next meeting: July 8, 2020 at 5:30 p.m. No decision yet on a virtual or in person meeting.

Schumm move and Albrecht seconded adjournment. Meeting adjourned at 7:08 p.m.

Submitted by Diana B. Carlin, Secretary