

**Sister Cities Lawrence
Governing Board Meeting
August 12, 2020 Minutes**

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

CITY LIAISON: Porter Arneill

MEMBERS ABSENT: Jan Miller, Melissa Johnson, and Courtney Shipley,

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

Chair Bill Keel opened the meeting at 5:34. Because of the shutdown of City Hall due to the COVID-19 pandemic, the meeting was held virtually.

Meeting Materials Provided:

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

Announcements and Guests

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

Approval of Minutes

- Meyers moved and Scholz seconded approval of the July 8 minutes as presented. Approved unanimously.

Review of Financials—Hamilton

- Total accounts are \$86,046.67. Intrust savings are \$14,493.34. Intrust Checking is \$16,250.41. Scholarship is \$24,263.29 and Envista CD is \$31,039.63.
- Hamilton discussed the Envista CD and whether it should be moved. She will look at other options for comparison and ease of contact.
- Albrecht asked if it automatically renewed and how long we are locked in. The rate changed with the renewal. Hamilton needs to check again because of staff changes at Envista. If we need to keep it there until it renews again, we will do that. It is not earning what it was the first year.
- Hamilton explained how the financial report coordinates with the membership committee and the website payments are shared. The lists of members and contributors will serve as a data base for emails and other communication. It is all in a secured document.
- Hamilton explained how the scholarship funds are set up. If someone makes a single contribution and wants part for membership and part for scholarship, it cannot be deposited

into two accounts. There is a system to track scholarship contributions and then funds are transferred from checking to scholarship periodically.

- With credit card payments, we net \$48.25 for family memberships.
- Meyers moved and Albrecht seconded approval of the financial report. Passed unanimously

COMMITTEE REPORTS

Website Committee—Farrar

- Farrar referenced her distributed written report below.
- Had regular meeting this month. Aiden completed the rewrites for all three cities. Examined the Timeline page formatting and gave feedback to Sterling Moody. Dennis Christilles is collecting Iniades Timeline meeting. Everything was sent to Sterling who updated.
- The analytics for the past 30 days are in the report with a comparison to the last two months. It is clear that visits are affected by the series of articles that were published for six weeks. On July 16 published the final story on the marriages and the series was largely responsible for most of the visits. On the 21-23 had the most hits of any three-day period with the highest on the 23rd. Someone shared the stories on Facebook and that drove up the numbers. Herndon and Scholz had the most hits on their stories.

SCL Website Committee Report

August 12, 2020

1. Committee meeting: We met (via conference call) on July 20.
 - a. Aidan completed revisions for introductory paragraphs for each city page after feedback from Christilles.
 - b. We examined Sterling’s sample of Timeline formatting and agreed on feedback.
 - c. Christilles has begun collecting Iniades Timeline materials.
 - d. Phyllis had no progress on Eutin Fact Sheet to report.
 - e. Next meeting on Aug. 24.
2. I met with Webmaster Sterling Moody on Monday August 10.
Reviewed security level for Shared Google Folder, this month’s analytics, and change requests from the committee. Change requests were made on the spot. Next meeting on Sept. 14.
3. Analytics Report: See chart below. I am reporting one month’s data in second column.
Previous reports (column 3 and 4) for comparison only.

On July 16, we posted the sixth and final feature story (weekly series) about sister city marriages on News section on Website. This series is largely responsible for the number of visitors during June and July. Thanks to Bob Moody, Publicity Chair.

Report date	August 10	July 8	June 10
Reporting period	July 12-Aug 10 (30 days)	June 8 to July 6 (29 days)	May 10 to June 9 (30 days)
Total Visits	359	231	169
Daily high	222 (on 7/22/20)	39 (on 6/15/20)	30 (on 5/11/20)
Daily low	0 (2 days)	1 (2 days)	0 (5 days)
Avg daily visits	12	8.28	5.5

Visitor locations	US – 280 Greece – 30 Germany – 13 Japan - 11	US – 151 Japan – 49 Germany – 15 Canada – 11 Greece - 2	US – 148 Greece – 9 Germany – 6
Total Page Views	566	687	369
Individual Page Views	Herndon&Scholz – 177 Lethbridge&Aris – 142 Home – 107 Hiratsuka – 19 Iniades – 16 About – 15 Eutin – 14 Timo&Chrissy – 14 Fran&Mat – 12 Vollertsen&Humbarger -12 News - 10	Home – 280 Hiratsuka – 83 News, Andersons - 78 Eutin – 46 Iniades – 39 News – 39 About – 34 News, Humbargers -34 Membership -15 News, webpage & logo – 14 News, KLWN -13 News, Fran&Matt – 11 News, Covid – 6 News, Waldhørs - 5	Home - 153 Eutin – 42 Iniades – 30 About – 29 Hiratsuka – 21 News – 20 Member – 11 News item, webpage & logo – 10 News item, Covid – 8 News item, KLWN - 6
Memberships	1 family	1	1

4. Security report for current web files

- a. Google Shared Folder contains all website copy (content) for all pages, photo files, membership form, and website manual. Restricted to Phyllis and Sterling.
- b. Data collected by the membership form (Excel spreadsheet) in the above folder. Phyllis is 'owner' and has sole access.
- c. Committee members Aidan and Dennis have "read only access" to specific content pages in the folder (a.) above. No access to membership form or file with members' personal information.
- d. Separate Google shared file of Treasurer's Excel Membership spreadsheet containing personal contact information for current members, email for lapsed members. Access restricted to Sheri, Phyllis, Amy, and Jan.
- e. Squarespace website host. Password entry access to Sterling and Phyllis.
- f. Online payment system "Stripe" and deposit information. Password entry access to Sheri. Sterling and Phyllis have password access dependent on Sheri's authentication.
- g. Website hosted by Squarespace (sistercitieslawrence@gmail.com) lists Bill Keel as principal contact. He receives a message if anything about log-in routine or passwords are changed on e. & f. above.
- h. YouTube account for the website has been set up with email username and same password that the SCL Board was given for the Squarespace site sample. Password will be changed if/when limited access is needed.

Submitted by Phyllis Farrar, Website Committee Chair

- Farrar reminded everyone that anything published in the sister cities or in the Journal World need to be linked to the website. We should also encourage participants to write a paragraph about their experiences for the website.
- Moody suggested that anything written about the exchanges include photographs.
- Scholz recommended that students write for the website while they are on their trips in the future or after they return.

Membership— Meyers

- Meyers shared a list of all members with Keel through an email. The lists are password protected.
- We have 43 members and funds are \$1515. Since we were not able to run our summer programs, we were not able to get family members for students. Chaperones should continue to contact participants to encourage continued membership.
- Hamilton reminded us that every family was refunded membership since trips did not occur.
- Keel noted that membership is down more than the families because we have not worked at maintaining members each year. We need to do a better job of maintaining long-term members.
- Farrar reminded us that we need to look at the membership lists and at the friends groups to see who is active and is not a member.
- Hamilton asked Meyers to email the lists to everyone without the personal information for everyone to review. Hamilton shared the list on the screen and Meyers emailed it to everyone during the meeting.
- Schumm noted that he just renewed because of a lack of follow up. This raised the issue of how we remind everyone to renew.
- Hamilton asked us to identify who we want to contact about membership so that more than one board member is not contacting. We need to remind everyone that they can securely join and pay dues through our new website.
- Meyers asked when we traditionally send renewals. Usually it is in November so that end of year contributions can be made as well. The annual meeting is in December and if people join for 2021 in November, they can participate.
- Schumm asked how long the membership is for. It is a calendar year and Farrar will make it clear on the form. It is on the membership page. If someone renews in October it is for the next calendar year.

Publicity Committee

- We had good luck with logo creators, and we have a logo for Friends of Eutin but not for the other two sister cities. Asked if the two groups want their own logos. Friends' chairs should work with Moody.
- Keel asked Moody to see if the Lawrence Journal World can do something similar to what is being suggested for the Eutin paper based on a letter from Stefan asking for letters from SCL once a month. Moody discussed this with Chad Lawhorn at the LJW. Albrecht gave his support. Keel suggested that Friends of Eutin implement the plan outlined in the letter. The LJW does not do sponsored articles. Lawhorn is looking at several articles written by LJW

reporters. Then the LJW would sell the special section. Carlin suggested that we feature the interns who were in Lawrence and the businesses impacted. Both Scholz and Carlin are still in contact with interns. First need to compile a list of entities the LJW an approach for sponsorship with a letter of support from SCL. Keel appointed Moody and the chairs of the Friends groups to work on the project and they can ask other members to assist. For Eutin, we need to find members who would write articles to send to Eutin. Arne Scholz will assist with translation. Friends of Eutin needs to organize.

FOI (Friends of Iniades)—Meyers

- Schumm sent an email to Dimitra expressing our regret that they are not here as planned this week. He asked for the photos of Dimitra and the mayor.
- The adult group still wants the visit from SCL in the summer if there are no travel restrictions. Do we try to send a student in summer 2021? Meyers said it will depend on how comfortable parents feel about sending children. Our adult group may be more willing. Greece has had very few cases. We have three exchange possibilities—two with adult groups and a student group.
- Scholz suggested that all chaperones for 2020 should be contacted about 2021.
- Albrecht and Schumm will set up a happy hour with four or five participants on each side. It will need to be at noon or 1:00 due to the time difference and a Saturday is preferable.

FOE (Friends of Eutin)—Albrecht

- Albrecht will follow up on what was discussed about in the publicity committee and to set up a Zoom.

FOH (Friends of Hiratsuka)—Johnson via Scholz

- Johnson suggested that all chaperones coordinate to determine who wants to participate in 2021.
- Recruitment for 2021 will be in October rather than September.

New Business

- Scholz suggested that we develop some guidelines with options for 2021 to make determinations about visits.
- Hamilton pointed out that there are families interested and that there is less COVID in other countries. The problem may be with students coming to the US. We should at least let families know we are considering in case we can.
- Keel asked Friends groups to report by the September meeting if they are planning a trip. Scholz said that there are discussions between Lawrence and Eutin.

Action Items

- Moody will contact Friends chairs to start the process for the LJW project.
- Check with Friends groups about summer plans.

Next meeting: September 9 at 5:30 p.m. No decision yet on a virtual or in person meeting.

Schumm moved and Meyers seconded to adjourn. Meeting adjourned at 7:00 p.m.

Submitted by Diana B. Carlin, Secretary