

**Sister Cities Lawrence
Governing Board Meeting
September 9, 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:

MEMBERS ABSENT: Melissa Johnson

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

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 August minutes
- Financials
- Website committee report

Announcements and Guests

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

Approval of Minutes

- Because Carlin got the minutes to everyone late, everyone is to send corrections and a corrected set will be sent to everyone for email approval.

Review of Financials—Hamilton

- Accounts are as follows: Intrust Savings, \$14,494.57, Intrust Checking \$16,395.46, Intrust Scholarship \$24,265.35, and Envista CD \$31,039.63. Total deposit is \$86,195.01.
- Hamilton will make a correction that August funds were two \$50 for membership and \$50 for scholarship.
- Hamilton inquired about CD rates at Envista. It was moved to a savings account so that it can be moved to InTrust for a CD. Hamilton may need signatures to open the CD at InTrust. Scholz suggested that we thank Michelle Fales for finding the special rate for a year because we earned \$1000 for the scholarship fund. Keel said he will take care of it. Hamilton asked what terms we want for the new CD. Hamilton suggested that we do a one-year CD in case rates go up next year.
- Farrar takes the information from contributions, memberships or trip payments that were entered on the website go into a shared Google document for the financial report.
- Carlin moved and Scholz seconded to approve the financial report. Passed unanimously.

Website Committee Report: Farrar

- Farrar summarized her report.
- Carlin noted that search engines bring up the old city page rather than our new page first. Even though there is a link to our page, it is not clear that it is a link. Farrar will check with Sterling Moody about the analytics and with Porter Arneil about the city page.
- S. Moody suggested that the Governing Board should have a photo and each of the Friends groups.

Written report:

Committee meeting: We met (via conference call) on August 24, 2020.

We confirmed that the format changes to the timeline sample are satisfactory. We continued discussing materials for the 3 timelines. The task is huge, but each of us will try to collect the items for one year, as this month's goal. Next meeting on September 21.

1. Next meeting with Webmaster Sterling Moody will be on Monday, Sept. 14.
2. New posts requested since last meeting:
 - a. Eutin page. Photo of the leadership of Friends-of-Lawrence group.
 - b. Change term "Scholarship" to "Financial Aid" on website form and policy per Jan. 2019 Governing Board decision.

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.

Report date	September 8	August 10	July 8
Reporting period	Aug 10-Sept 8 (30 days)	July 12-Aug 10 (30 days)	June 8 to July 6 (29 days)
Total Visits	120	359	231
Daily high	14 (on 8/24/20)	222 (on 7/22/20)	39 (on 6/15/20)
Daily low	0 (3 days)	0 (2 days)	1 (2 days)
Avg daily visits		12	8.28
Visitor locations	US – 93 Germany – 8 Netherlands – 5 Belgium – 2 Japan – 2 Greece – 1 Misc. - 4	US – 280 Greece – 30 Germany – 13 Japan - 11	US – 151 Japan – 49 Germany – 15 Canada – 11 Greece - 2
Total Page Views	230	566	687
Individual Page Views	Home – 124 Eutin – 27 Hiratsuka – 18 About - 13 News, Vollertsen&Humbarger- 8 Member – 7 Iniades – 6	News, Herndon&Scholz – 177 News, Megan&Aris – 142 Home – 107 Hiratsuka – 19 Iniades – 16 About – 15 Eutin – 14 News, Timo&Chrissy – 14	Home – 280 Hiratsuka – 83 News, Andersons - 78 Eutin – 46 Iniades – 39 News – 39 About – 34 News, Humbargers -34 Membership -15

	News – 5 News, Don & Stefi – 4 Feature on KLWN – 4 News, Kelly & Arne – 3 News, Fran & Mat – 2 News, Megan & Aris – 2 News, Timo & Chrissy – 2 News, Promoting Peace – 2 News, Covid - 1	New, Fran&Mat – 12 News, Vollertsen&Humbarger - 12 News - 10	News, webpage & logo – 14 News, KLWN -13 News, Fran&Matt – 11 News, Covid – 6 News, Waldhørs - 5
Memberships	1 family	1 family	1

Publicity Committee--Moody

- Moody sent the email to board members from Chad Lawhorn for the supplement. He proposed October or November but prefers early next year to give them more time. The prospect list will determine if it is a go. He does not want a laundry list but a list of businesses that have a connection with Sister Cities.
- Moody asked us to provide a list of three to five names that might be interested. What financial support will the board provide. We will have to provide the balance of anything not collected.
- Scholz asked about the price. It depends on how much success they have with sponsors. Moody will ask for estimates. We also need to know how much we want to ask from sponsors.
- The Journal World staff will write the articles and solicit the sponsorships based on recommendations from the Board. Lawhorn asked us to send a letter to potential sponsors indicating that the LJW will be doing this with our blessing.
- Miller offered to contact real estate firms.
- Keel suggested that we have a special meeting to focus on this once we know costs to have it out in November prior to our membership drive and annual meeting.

Chaperone Committee: Carttar

- Carttar said that everything is on hold until travel restrictions are eased.
- The chaperone for Japan will need to be replaced if the trip takes place.

Membership— Miller and Meyers

- Miller reported that the membership committee met on September 8. Carlin and Farrar joined the committee.
- There are new ideas for membership solicitations including sending renewal notices in November.
- Meyers will send a thank you email for new members and renewals.
- The committee decided to do paper renewals, especially to lapsed members, along with electronic renewals.
- Keel suggested that we need to put more members on the committees and have fewer or no governing board members on the committees. If we get more members involved, we will be

more attractive to members. Hamilton did point out the importance of governing board members providing historical memory. Carlin agreed that governing board members can provide historical memory and could serve in a liaison capacity. Farrar said that when she put her committee together, she chose individuals who used to be active to join and was able to get some involved and they joined again.

- Albrecht asked about sustaining memberships with an automatic renewal and if we should be doing it. Hamilton agreed that they are helpful but are usually done monthly. We do not want to hold credit card numbers. If the credit card expires or is lost, then it takes time to track down the person. We could also use an EFT on an annual basis that would be more efficient and not take staff time. Hamilton will check with InTrust to see if EFTs work with our account.
- Scholz suggested that committees document procedures with a timeline, templates, etc. to give them to the next committee. Carlin volunteered to assist with Scholz to put a board book together.

FOI (Friends of Iniades)—Meyers

- The Greek delegation will come to Lawrence late April to early May in 2021 for 10 days. They will be here for Orthodox Easter.
- We may not do a trip to Greece in 2021 depending on what our Greek partners suggest. KU students will not be there in 2021. A decision also needs to be made on the Lawrence adult group.
- They are still planning a Zoom meeting.

FOE (Friends of Eutin)—Albrecht

- Albrecht reported on the Zoom August 22 at 10:00 am with the Friends of Lawrence leadership in Eutin. It was on a Saturday and went well.
- When the delegation was here in Fall 2019, Friends of Lawrence suggested that we use a 6-year cycle with one delegation going to the other's city every three years rather than having the reciprocal every five years.
- They want us to find authors to publish in the Eutin paper on how COVID has affected our lives. We could submit every six weeks. They want a one-page submission. The publisher has agreed to publish. They will translate. Scholz, Keel, and Schumm have agreed to write. Schumm will write one on the COVID impact on downtown. Nancy Albrecht is writing on the impact on education. The Hodges will write one on their business. Carlin volunteered to do one on retirement during a pandemic. Keel suggested that Shipley write one about the impact on the city. They also want photos.
- Albrecht will reach out to Tom Lipp to see if he has any interest in chaperoning in 2021.

FOH (Friends of Hiratsuka)—Johnson via Scholz

- Johnson sent an email indicating that we need a new chaperone for 2021.
- They are optimistic that there will be a trip the last week of June with chaperone interviews the last of September with student interviews in October.

New Business

- Cindy Elliott from Ft. Hays State who is the Kansas representative to the Sister Cities International Board.

Action Items

- Moody will contact Chad Lawhorn to find out the cost for the insert.
- Hamilton will get the new CD.

Next meeting: October 14 at 5:30 p.m. No decision yet on a virtual or in person meeting.

Meeting adjourned at 7:01 p.m. Hamilton moved and Scholz seconded.

Submitted by Diana B. Carlin, Secretary