



Lawrence Central Rotary Board Meeting  
1515 St. Andrews Drive, Lawrence

April 11, 2017

1. Members present: Jim Peters, Jim Evers, Fred Atchison, Audrey Coleman, Kate Campbell, Shelly McColm, Tobin Neis, Jonathon Holley, Stephen Mason, Kendra Kuhlman.
2. Kate C. mentioned that we need the dues increase of \$16 (\$ per quarter) on the agenda tomorrow so the club can approve prior to next year. Decided to table this for now due to full agenda tomorrow.
3. Audrey asked for input regarding the purchase agreement and LCR Foundation bylaws. She would like input by the end of the day so she can get back with Steve Lane, who is working with Paul Davis.
4. Kate mentioned the need for liability insurance for the LKC. Beth McKeon does not carry insurance for the website.
5. Fred asked if there was interest in collecting items and money to support the Willow Domestic Violence Center this year. We decided to do this during May.

Remainder of meeting was with Beth McKeon about the Lawrence Kids Calendar:

-Website runs on Word Press.

-Beth has written manuals and videos she will share for training. She has had a dozen or so people work for her over the years on the website and has trained people to work on the website.

-Emails go out to subscribers on Sunday nights at 8 PM. Beth said this is an important part of the business because it keeps interest in the website.

-Ads run at the top and side of website. Beth thinks 2 or 3 ads are best at the top, but said she did as many as 5 at Christmas, etc.

- Calendar shows 30 events at a time. Beth says people usually go the website to look for events to attend in the next few days or that week.
- She doesn't include events that have already started (multi-week events) that you would have had to register for prior to that week, like camps, etc.
- Has a separate page for camps and classes
- Doesn't allow ads in the calendar unless they are a sponsored link and they pay for this. Works well for small events that don't want to purchase a large ad. These sponsored events cost \$45.
- Sells single ads to each organization that link to their website.
- Monthly preview guide where those ads are shown.
- Uses Mail Chimp for weekly emails to subscribers, as well as for the monthly preview guide which she sends out the second Tuesday of each month at 8 PM. She has a history of those blasts on Mail Chimp.
- “Submit an Event” is tab registered users use to submit events. After they log in, they can fill out information about their event. Addresses that have been used in prior listings, like Lawrence Public Library, are saved as well as google map with location shown.
- “View Events” shows all the events their organization has submitted.
- Pending is holding queue for events that have been submitted, but not curated and added to calendar.
- Open events to new tab to check events!!
- Scan and see if OK for site and hits Publish at right side of screen if OK.
- Sends confirmation emails to those who have submitted each week. Has a script for this, as well as for those that she declines.
- Creates 3-8 events each week herself that she finds advertised on flyers, etc. An example of this was the Color Run. Sends postcards to them so they know she submitted their event.
- She mentioned if all of our members are on the lookout for these events, that it would be helpful and taking a photo of flyers with phone is easy.
- She only uses Events pages for holidays like: Easter, July 4<sup>th</sup>, Halloween, and Christmas. Makes Holiday Guide page for these.
- Has had a maximum of 75 events per weekly email. Doesn't like when only 25-30 events, because these are often recurring events and not of as much interest to subscribers. Feels more is better.
- Sponsored posts- uses this for small ads “kids eat free”, “book sale”, etc. These are embedded in the calendar and are highlighted. Organizations use these for

small events and can add an image, description, and link to their website-cost \$45.

-Mail Chimp- creates campaign using date of Sunday email as name. Keep consistent so they can easily find items.

Uses template so can preload sponsors.

-Billing uses Wave, a free invoicing platform. Advertisers can pay directly through this site and pay small fee for using credit card.

-Gmail- email account.

-Facebook posts directly post on Twitter.

-Plan to meet with Beth Saturday, April 15 at 1:00 so she can compile the weekly email and train us on the process.

Next board meeting: May 2, 2017?