

2023 Lawrence REALTORS® Community Foundation



<input type="checkbox"/>	Susan Parker, Chairperson	Platinum
<input type="checkbox"/>	Kate White, Past Chair	CEK
<input type="checkbox"/>	_____, Chairperson-Elect	_____
<input type="checkbox"/>	_____, Treasurer	_____
<input type="checkbox"/>	Scott Boling, Trustee	CBAM
<input type="checkbox"/>	Cindy Glynn, Trustee	CBAM
<input type="checkbox"/>	Bev Hill, Trustee	Platinum
<input type="checkbox"/>	Deborah McMullen, Trustee	McG
<input type="checkbox"/>	Jessica Wollesen, Trustee	FSB&T
<input type="checkbox"/>	Rob Hulse, Staff Liaison	LBOR

Meeting Agenda

2pm – Wednesday, February 1, 2023

- I. Approve Minutes from 10.13.2022
- II. Annual LRCF Luncheon – Feedback & Trustee Perspectives
 - a. 2023 Fall Luncheon at \$15
- III. Discuss Open Officer Roles
 - a. LRCF Chairperson-Elect
 - b. LRCF Treasurer
- IV. Elect 2023 Officers to the LRCF
- V. Report of the LRCF Treasurer
 - a. See Envista Bank Statement
 - b. Signature Cards for 2023
- VI. Chairperson's Report – Susan Parker
 - a. Recap of Funding for 2022
 - i. Spring 2022 –
 - ii. Fall 2022 –
 - b. Update on Current Fundraising at Lawrence Lights
 - c. Consider Funding Schedule for 2023
 - d. Designated REALTOR® Relief Funds
- VII. Old/New Business
 - a. Update LRCF Bylaws
- VIII. Adjourn

Lawrence REALTORS® Community Foundation Meeting Minutes

Lawrence Board of REALTORS®
9:00 am, Thursday, October 13, 2022

Present:



<input checked="" type="checkbox"/>	Kate White, Chairperson	CEK
<input checked="" type="checkbox"/>	Jasmine Avery Collins, Past Chairperson	Platinum
Absent	Diane Fry, Trustee	Fairway
<input checked="" type="checkbox"/>	Deborah McMullen, Trustee	McG
<input checked="" type="checkbox"/>	Susan Parker, Trustee	Platinum
Absent	Sean Williams, Trustee	HRE
<input checked="" type="checkbox"/>	Rob Hulse, Staff Liaison	LBOR

The October 14th meeting of the Lawrence REALTORS® Community Foundation was opened by LRCF Chairperson Kate White. The agenda for the day is to determine the amount of funding to give out to the applicants. Applications closed on October 10th.

The Board of Trustees discussed a rating system of 1-5 for each applicant, and then prioritized applications by funding those with a score of 1 first, followed by 2, and so on. Please see the attached report for funding requests, and funding decisions.

After lengthy discussion of each application, **it was moved and seconded to fund the applicants as proposed on the attached spreadsheet. Motion Passed.**

Each applicant will be notified of the outcome of their application. Those not receiving any funding will be notified by letter, signed by Kate White and Rob Hulse. Those receiving funding will be notified personally by a phone call. The applicants were divided up amongst the Trustees, and the Trustees responsible for each applicant are listed on the funding spreadsheet.

The LRCF Awards Luncheon will be held on Tuesday, November 15th at ~~Mace's~~ Arterra. All recipients of funding are invited to attend, and each may have up to 3 minutes to share a little information about the program we are choosing to fund. Each of our Trustees will be attending and will help to greet and sit with our recipients.

There was no old/new business, and meeting adjourned at 10:30am.

LRCF Funding Awards for 2022

Organizations	Spring 2022	Fall 2022	2022 Total
100 Good Women	\$0.00	\$2,500.00	\$2,500.00
Artists Helping the Homeless	\$0.00	\$5,000.00	\$5,000.00
Ballard Center	\$0.00	\$0.00	\$0.00
Kansas Big Brothers Big Sisters	\$0.00	\$0.00	\$0.00
Family Promise of Lawrence	\$0.00	\$5,000.00	\$5,000.00
Habitat for Humanity	\$3,000.00	\$3,500.00	\$6,500.00
HCCI	\$2,000.00	\$0.00	\$2,000.00
Insight Women's Center	\$1,000.00	\$2,000.00	\$3,000.00
Lawrence Schools Foundation	\$0.00	\$2,500.00	\$2,500.00
Lawrence & Douglas County Housing Authority	\$0.00	\$0.00	\$0.00
LINK	\$712.00	\$0.00	\$712.00
O'Connell Children's Shelter	\$0.00	\$5,000.00	\$5,000.00
Senior Resource Center	\$0.00	\$2,000.00	\$2,000.00
Social Service League	\$860.00	\$0.00	\$860.00
Tenants to Homeowners	\$2,000.00	\$2,000.00	\$4,000.00
Willow Domestic Violence Center	\$1,000.00	\$1,000.00	\$2,000.00
Total	\$10,572.00	\$30,500.00	\$41,072.00

Recap of Proceeds for Lawrence Lights 2022

Bank account on January 30, 2023

\$54,489

Outstanding Checks are:

Site Box – \$825.24 (601.17 and 224.07)

Lindsay Landis - \$1,076.32

Peaslee Tech - \$1,000

Brian Johnson - \$315.05

Adjusted Bank Balance

\$51,272.39

Total 2022 Proceeds:

\$30,703

Net 2022 Proceeds: Based on 45%/45%/10% of net proceeds.

SERTOMA \$13,816.35 / LRCF \$13,816.35 / Parks & Recreation \$3,070.30

\$20,569.39 – REMAINING BALANCE left over to pay toward deferred Proceeds/Loans/Future Expenses

Balance of Deferred Proceeds from 2021:

\$24,503 (\$12,251.50 each to SERTOMA & LRCF)

Standing Loan Balance from SERTOMA/LBOR

\$17,167 (SERTOMA \$8,583.50 / LBOR \$8,583.50)

Here are some options:

Scenario A.

Pay out a total of \$12,369 of the Deferred Proceeds Balance (\$6,184 each)

Deferred balance still owing this next year will be \$12,134 (6,067 each)

Loan balance still owing will be \$17,167 (\$8,583 each)

Results in 2022 Proceeds Paid out to the Community of **\$43,070**

(2022 Breaks down to SERTOMA - **\$20,000**, LRCF - **\$20,000**, Parks & Recreation - \$,3070)

This leaves **\$8,000** in the bank as reserves for 2023.

Scenario B.

Pay out \$16,503 of the Deferred Proceeds (\$8,251 each)

Deferred balance still owing this next year will be \$8,000 (\$4,000 each).

Loan balance still owing will be \$17,167 (\$8,583 each)

Results in 2022 Proceeds Paid out to the Community of **\$47,206** (near our expectations discussed this morning).

(2022 Breaks down to SERTOMA - \$22,067, LRCF - \$22,067, Parks & Recreation \$,3070)

This leaves **\$4,066** in the bank as reserves for 2023.

FUNDS NEEDED FOR 2023

\$2,475 needed for 2023 Storage (February-December)

Lawrence Board of Realtors Community Foundation

Profit & Loss

April 1, 2022 through January 29, 2023

	<u>Apr 1, '22 - Jan 29, 23</u>
Ordinary Income/Expense	
Income	
Direct Public Support	
Individ, Business Contributions	34,950.00
Total Direct Public Support	34,950.00
Lawrence Lights Income	
Tour Sales	36,458.12
Total Lawrence Lights Income	36,458.12
Total Income	71,408.12
Expense	
Lawrence Lights	
Bank Charges	32.31
Display Materials	10,167.49
Equipment	1,739.80
Insurance	491.00
Light Displays	21,108.03
Marketing	1,962.50
Peek Commission	1,240.89
Storage Space	2,982.24
Supplies	980.69
Total Lawrence Lights	40,704.95
Total Expense	40,704.95
Net Ordinary Income	30,703.17
Net Income	<u>30,703.17</u>

Lawrence Lights

Social Media Campaign Report

- Total Spend on Meta Ads: \$1,099.64
- Money Received from Ticket Sales: \$36,458
 - It is difficult to capture how much of the ticket sales came from the ads. However awareness about Lawrence Lights was anecdotally an issue in 2021 so the focus was simply on increasing that awareness and driving traffic to the website.

Meta Traffic Reports

- Paid Reach: 85,809
- Link Clicks (from the paid ads): 4,134
 - 4134 total out of 85,809 reach is just under 5% which isn't a bad click-through rate (CTR)
 - \$36,458 compared to those 4134 link clicks. If all 4134 clicks had purchased at \$20/ticket that is ticket sales of \$82,680. Things to look at for next year to increase this:
 - Retargeting (more on this below)
 - As a discussion point I certainly understand that having people book for specific nights helps control traffic. However I also wonder if this need to make a decision causes people to click away from the site. If they could instead just purchase a ticket to be used at any point I wonder how that would look from a traffic control standpoint. Just a thought for the committee based on typical behavior patterns I see playing out here.
- Facebook Engagement (reactions, comments and shares): 894
 - Interestingly the ads from earlier in the season got more engagement. That tapered off as the event was up and running. Possible over-saturation here although the signs were not as clear on FB as they were on IG (more on this below). But something to consider for next year.
- Instagram Engagement (likes, comments and shares): 256
 - Instagram engagement was sluggish the whole time - not entirely sure why and I didn't spend a ton of time figuring it out because FB engagement was so good
 - Videos/Reels far exceeded reach as compared to posts (this is very common)
 - Engagement tapered off and we actually reached a point with the IG content that we were losing followers and engagement as the Lawrence Lights season went on. This is almost always because the posts are too frequent and repetitive. There is a point of saturation on IG and we exceeded that between the ads and the organic posts.



Receipt for Lindsay Landis

Account ID: 30708753

Invoice/Payment Date
Dec 15, 2022, 9:15 PM

Payment method
Visa · 7658
Reference Number: MPLB8NFGX2

Transaction ID
5938219266295554-11135506

Product Type
Meta ads

Paid

\$754.00 USD

Your previous payment for these ad costs failed.

Campaigns

[11/30/2022] Promoting https://lawrence-lights.com - Copy		\$92.64
From Nov 30, 2022, 12:00 AM to Dec 14, 2022, 11:59 PM		
[11/30/2022] Promoting https://lawrence-lights.com	11,465 Impressions	\$92.64
[11/30/2022] Promoting https://lawrence-lights.com		\$491.27
From Nov 30, 2022, 12:00 AM to Dec 14, 2022, 11:59 PM		
[11/30/2022] Promoting https://lawrence-lights.com	103,630 Impressions	\$491.27
[12/06/2022] Promoting www.lawrence-lights.com		\$170.09
From Nov 30, 2022, 12:00 AM to Dec 14, 2022, 11:59 PM		
[12/06/2022] Promoting www.lawrence-lights.com	29,300 Impressions	\$170.09

Receipt for Lindsay Landis

Account ID: 30708753

Invoice/Payment Date
Dec 31, 2022, 6:41 AM

Payment method
Visa · 7658
Reference Number: SDUUGLFFX2

Transaction ID
5744368209013987-11239486

Product Type
Meta ads

Paid

\$322.32 USD

Remaining ad costs at the end of the month.

Campaigns

[11/30/2022] Promoting https://lawrence-lights.com - Copy		\$292.35
From Dec 14, 2022, 12:00 AM to Dec 23, 2022, 11:59 PM		
[11/30/2022] Promoting https://lawrence-lights.com	58,420 Impressions	\$292.35
[11/30/2022] Promoting https://lawrence-lights.com		\$0.07
From Dec 14, 2022, 12:00 AM to Dec 23, 2022, 11:59 PM		
[11/30/2022] Promoting https://lawrence-lights.com	7 Impressions	\$0.07
[12/06/2022] Promoting www.lawrence-lights.com		\$29.90
From Dec 14, 2022, 12:00 AM to Dec 23, 2022, 11:59 PM		
[12/06/2022] Promoting www.lawrence-lights.com	5,119 Impressions	\$29.90

LRCF - ALL IN Poker Tournament 2022

Income

Description	Amount
Online Entry Fee	\$1,460.00
Cash day of: Registration/Buy-Backs/Plinko/Wine	\$3,900.00
Credit Card Sales day of: Same as above	\$1,260.00
Event + Table Sponsors	\$7,700.00
Prize Money Rebated	\$400.00
Gross Income	\$14,720.00

Expenses

Description	Amount
Jack & Aces	-\$1,385.00
Tip	-\$265.00
Lawrence Country Club (Room Rental, Drinks and Food)	-\$3,048.91
Prize money	-\$600.00
Trophys	-\$45.00
Gross Expenses	-\$5,343.91

Net Income / Proceeds

\$9,376.09

Rob Hulse

Subject: FW: Breakdown - Summer Beer Fest 2022

LBOR Beer Fest

INCOME

Online Revenue: \$4720. (155 @ \$30 , 2 @ \$35)
Door Revenue: \$630 (18 @ \$35)
Ticket Sales at LBOR: \$180 (6 @ \$30)
LBOR Sponsorship \$5,000

Total Revenue: **\$10,530**

EXPENSES

Glassware (Grandstand) \$539.85
DJ (DJ Approach) \$200.00
Online Marketing \$225 Fb + Instagram + Eblast
Licensing \$500
Abe & Jakes \$1500 Venue / Staff (lowered the venue fee by a \$1,000 to help with the cause)

Total Expenses: **\$2964.85**

NET INCOME: **\$7,565.15** (\$5,000 is a sponsorship from the LBOR)



Charity Classic Income/Expense

CHARITY CLASSIC EXPENSES

LCC Players (96 @ \$75)	-\$7,200.00
LCC Food (122 for players and volunteers)	-\$1,500.00
LCC Food (for 104)	-\$1,170.00
LCC Drinks (\$5 per)	-\$820.00
LCC Sales Tax	-\$994.17
LCC Gratuity (10% on food only)	-\$267.00
LCC Service Charge (25%)	-\$872.50
Total LCC	-\$12,823.67
Swag Item (Rain Jacket at \$19.57 + tax & \$50 setup)	-\$2,828.71
Hole Signs & Banners	-\$897.75
Winning Team Prizes	-\$1,000.00
Raffle Purchases	-\$410.00
Brochures	\$0.00
TOTAL EXPENSES	-\$17,960.13

CHARITY CLASSIC REVENUE

Total Major Sponsors (8)	\$9,750.00
Total Hole Sponsors (30)	\$9,000.00
Bundled Discount (11 @ \$60)	(\$660.00)
Total Sponsorships	\$18,090.00
13 Major Sponsor Free Players	\$0.00
83 Paid Players	\$10,375.00
1 or 2 Free Players to fill final team	\$0.00
Total Sponsorship & Players	\$28,465.00
Total Sponsorships + Players	\$28,465.00
Add Ons: Mulligans/Raffle Sales (60 @ \$25)	\$2,515.00
Add Ons: Pay if Forward/If You're On You're In (18 @ \$40)	\$7,290.00
TOTAL GROSS REVENUE	\$30,980.00
TOTAL EXPENSES	-\$17,960.13
NET REVENUE	\$13,019.87