

CENTRAL PARK PLACE
(A.K.A. Grand Haven Community Center)

Minutes, February 26, 2024

Present: Doug VanOss, Dawn Wolfe, Jim Porenta

Absent: Martha Alexander and Angela Sorenson (joined on the phone to listen)

Guest

COMMITTEE REPORTS:

MARKETING: Angela Sorenson

Establish standard operating procedures to include:

- Use of brand style guide in all publications created to promote Central Park Place
- Establish monthly editorial calendar (suggestion to utilize a project calendar for managing all assets in one area, more to follow)
- Provide monthly social media results (Facebook Insights and Google Analytics)
- Establish a quantifying metric to review marketing results that will inform board for making decisions on use of marketing dollars

Discussion was had about the lack of updated photos on Google and on the website. It was recommended that as a condition of rental, wedding party's be required to provide X number of photos from their event to be utilized in promotion of the center. Staff will work to secure more photos with each customer.

ARTS: Martha Alexander (Seise reported in Martha's absence)

A meeting was held on February 20th, to discuss the opportunities for programming the arts at Central Park Place, Martha, Char, Barbara Carlson and Maggie Bandstra met to brainstorm ideas. Some ideas that the group came up with are listed below:

- Partner with a non-profit arts organization to program the space with arts activities
 - Consider % of profit in lieu of rent payment
 - Tiered Membership
 - Punch Cards
- Assist a non-profit partner in applying for grants for the arts
- Work with local established arts organizations such as the Holland Arts Council, Lakeshore Visual Arts Collaborative and Lakeland Painters to have more discussion about arts use in the building.
- Analyze the profitable of having a clay studio, including kilns
 - Utilize punch cards for classes, provide storage space
 - Dedicate Raritan Room for studio
- Curate art exhibits for every month (currently need art for 3/1-4/19, August, November)
 - Include Home School Groups in the Schedule
- Plan one art event annually to celebrate local artists of all genres

Dawn Wolfe met Gary Packingham at the Uptown Gallery. They will be hosting their 50th Anniversary as the longest standing artist coalition in Michigan. They host a First Fridays event at the Gallery Uptown, with the next one being March 1st. Dawn is planning to attend and Char will try and join her to network and share the vision of Central Park Place, in hopes of getting some artist interest for hosting and displaying their work at Central Park Place.

BUSINESS: Dawn Wolf

Dawn and Char met to discuss opportunities for networking with businesses in the area that will help to keep local business along the Lakeshore. The following ideas are a result of that discussion:

- **Vendor Networking Event.** This event would involve having a large group of wedding venues and wedding vendors participate in a speed networking event. This event is intended to get to know our neighbors and build a business to business referral system to keep local business along the Lakeshore. The event would be held during the business day in October with the following:
 - Hosting up to 30 event venue vendors
 - Hosting up to 210 wedding vendors
 - Have a non-profit beverage partner for cash bar
 - Find a caterer/business that would supply a small snack table for the event

Dawn has begun to build a vendor invite list and will continue working on it.

Char will reach out to the visitors bureau to see if they also could provide a list for this event.

It was determined that 4 events would be planned annually and include:

1. Networking vendor event (October)
2. Chamber Bash-Cash Bar, April 11
3. Youth Employment Expo- (February)
4. Encounter the Arts or Arts Focused event (February or March)

FINANCE: Doug VanOss

Doug provided an update on the financials. Revenue is up 52% in comparison to last year. He recommends not making any “trades” regarding rentals. As we continue to review the details, the Mackinaw Ballroom is the largest financial contribution to rental revenue. The board will have to determine if they want to set a policy on weekend rentals in the future. If the focus is on generating revenue, the question was asked do we allow other events to utilize space in the ballroom on the weekends when it does not generate the same rental revenue.

Discussion took place about pricing. VanOss asked what the city expects for us in setting rates, do we want to be lower priced than the market competition or competitively priced? Mayor Monetza responded to the question, stating that we do not want to undercut the private market. We should be priced at a level that is fair, giving city residents discounted rates because their tax dollars support the operation of Central Park Place.

ORGANIZATIONS: Jim Porenta

Char and Jim have not had time to meet yet, but a meeting will be scheduled before the next board meeting.

Long Term Users: Tim Price will prepare a license agreement for our 4 long term users, including C3, Central Park Players, Life Church and the Rotary Club, with terms that outline utilization of space, including storage space and rental fees for storage space. We are trying to discourage long-term users use of storage space, because it prohibits us from purchasing more amenities to build our own business. All long term users are aware of the upcoming changes, with the goal of having something in place by the new fiscal year.

City Budget Process:

Increased fees have been included in the upcoming fee schedule for review at the March 4th City Council meeting. The only new fee that was added was an 8 hour “Life Event” fee, which is intended to be used for those larger life events but with a shortened time.

Strategic Plan:

Tim and Char discussed finding an outside source to help in finalizing the Strategic Planning Process. They will work on the basics of the plan with the intent that the outside person could help facilitate discussion amongst the board and community before the final document is created. The goal is to have a plan in place before the next fiscal year.

Millage Funds:

We currently have a little over \$1 million dollars of millage funds on deposit. The funds cannot be used for anything other than facilities maintenance, upkeep and furnishings. The board discussed whether or not we should invest some of the funds at the GHACF. Emily Greene, finance director is looking into this.

Next Meeting, March 25, 2024