

GRAND HAVEN COMMUNITY CENTER

BOARD MINUTES

February 28, 2022

Attendance: R. Douglas VanOss, Maggie Bandstra, James Porenta, Angela Sorensen, Ashley Latsch and Char Seise

Absent: Sandy Katt

Guest: Burton Brooks

Meeting called to order at 5:00 pm by Porenta

VanOss motioned to approve December minutes, Sorenson 2<sup>nd</sup> the motion, all in favor.

General Call to the Audience: Brooks commented on the importance of getting a camera system in the Community Center and asked the board to keep that in the forefront of their minds, especially with all of the activity that is being planned through the re-branding process. He also expressed congratulations in the process of the re-branding and the benefits of these efforts to our community.

COMMITTEE REPORTS:

FINANCE: VanOss summarized the continued work on the budget analysis. He is working on projections of revenue, staffing costs and a readable document that simplifies the budget for the board.

MARKETING: Sorensen provided feedback on the six RFP respondents that were then scheduled for interviews as she was unable to attend in person. Her insights were helpful throughout the review process.

ARTS: Arts conversations continue with other organizations with a lot of positive response and willingness to engage. We will continue to work on this and expand as time allows.

ORGANIZATIONS: The Grand Haven Area Community Foundation went well and they recommended the option of doing a technical assistance grant to help in the re-branding and marketing efforts. They would require some matching funds and we could utilize the dollars invested in the marketing and rebranding efforts. We will continue to pursue this as an option as we move through the process.

COMMUNITY: Many and varied meetings are taking place with potential community partners. We are diligently working to have a fully programmed building for 2023.

UNFINISHED BUSINESS

Facility maintenance is continuing.

A bid of \$17,994.80 was approved for carpet replacement. The contractor, TED Design, LLC will start removal and installation the week of April 4<sup>th</sup>.

Painting contractors will continue work in the Mackinaw Ballroom, starting March 22, 2022

#### NEW BUSINESS

Five minute video presentations were viewed by the board for the two re-branding/marketing finalists. Discussion about the two prospective groups ensued. The board voted to recommend Insight Collaborative as their preferred contractor for the marketing and re-branding efforts. The team is well suited for our vision, having both the personal and professional expertise to move the vision through to completion. The board specifically noted the importance and value of having a local team, with national recognition and that likely their involvement will produce additional non-contractual residual benefits for our efforts.

Porenta made a motion to adjourn the meeting, VanOss 2<sup>nd</sup>, all in favor. Meeting adjourned at 6:40 pm

The next scheduled board meeting has been changed to March 21<sup>st</sup> to accommodate staff vacation.