

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

Minutes, March 25, 2024

Present: Jim Porenta, Martha Alexander, Dawn Wolfe, Angela Sorenson

Absent: R.Doug VanOss (called in to the meeting)

Guests: Mayor, Bob Monetza

Meeting called to order, a motion was made by Alexander to approve the agenda/minutes, 2nd by Wolfe, all in favor.

Discussion was had about the City Charter and the board's responsibility to Waterfront Stadium usage and improvements. Seise was directed to review the charter and provide an update at the next board meeting.

MARKETING-Angela Sorenson reported that we are gaining traction in our social media, established standard operating procedures for marketing/social media, with a focus on weddings to generate the most revenue. She will continue to work in reviewing content and making recommendations for improvement. It is the goal to have a monthly content calendar, with intentional posts about special events. All city assets must be maintained in the shared drive for future use.

ARTS-Martha Alexander reported that we are still having discussions with various artists in hopes of getting some arts programming going in the building. Dawn met artist Gary Packingham at the Gallery Uptown and referred him to have a discussion for hosting artist shows and the center, as the ownership of the building has changed and artists are no longer to host shows. Martha will reach out to Cindy Casemier to discuss the opportunity for having a ceramics studio. She returns from a trip abroad in April and a meeting will be facilitated to get some feedback. Recommendations were made to re-engage with Holland Area Arts Council re: ceramics studio and advertisement. More exploration to come. It was also agreed upon that we will host the Encounter the Arts event every other year.

COMMUNITY/BUSINESS- Jim Porenta and Char met to discuss a variety of opportunities that could be built with local organizations and businesses. One such partnership is the upcoming Chamber Bash, being held at Central Park Place, along with the Lakeshore Non-Profit Alliance vendor networking event. They discussed how the facility could be utilized to serve the business community and provide opportunity for local organizations/non-profits to utilize the space.

Dawn and Char also met to discuss the possibility of holding a wedding vendor networking event in the fall. A direct mail campaign for Chamber business partners is being planned for late June and will be focused on showcasing all the ways the center could help meet the business needs of our local community. Leverage will work on the direct mail communications.

Depending how well the Chamber Bash goes, we may be able to host an annual event. Other "regular" events that we could be considered hosting/co-hosting are the Junior Achievement Girls STEAM Dream Fair and the Youth Work Expo. These events support our local community, youth, and businesses.

FINANCE-Doug VanOss-Doug continues to meet with Char monthly to discuss strategies for obtaining useful data to evaluate the business operations and improve profitability. Financials will be provided to

the board monthly, with quarterly review presented by Doug. Questions/comments are always welcomed. We are still trying to determine the right data sets for evaluation.

Seise reported some capital improvements are being moved to the next fiscal year budget, due to the financial constraints of the city.

A formal vote was taken regarding the replacement vs. refinishing of the stage floors. Alexander made a motion to move forward with refinishing the floors, instead of replacing them, Wolfe 2nd the motion, all in favor.

A formal vote was also taken regarding the Wifi replacement cost increase from \$10,000 to \$10,498. Alexander made the motion, Sorenson 2nd, all in favor.