

Central Park Place
(a.k.a. Grand Haven Community Center)

Minutes, April 22, 2024

Present: James Porenta, R. Douglas VanOss, Martha Alexander, Angela Sorenson

Absent: Dawn Wolfe

Guest: City Manager, Ashley Latsch

A motion was made by Alexander to accept the minutes, 2nd by Sorenson, discussion was had by VanOss, to include his presence at the last meeting via phone. All agreed, motion carries.

COMMITTEE REPORTS:

Marketing: Angela recapped the work that we have been doing on creating a content calendar, project deliverables and asset management of our brand. She will report bi-monthly as social media reports come bi-monthly. She will continue to review staff's compliance to brand and content and make recommendations as needed.

Arts: A follow up email was sent to Muskegon artist Gary Packingham about coordinating art shows for the gallery. Still waiting his reply. Martha reported that a follow up meeting is being coordinate with artist Cyndi Casemier to discuss a ceramics studio and additional meetings will be held with Maggie Bandstra and Barbara Carlson to further the conversation. There is still the need for an arts partner to program space. If we found a non-profit partner, it would be possible to help with grant writing to facilitate programming startup funds. It was discussed that we get more demographic detail on our renter and social media customers, so that we can better target our market.

Organizations/Business: Char reported that there are 4 signature events that they are working on and include, Junior Achievement-STEM event, Chamber/Lakeshore Non-Profit Alliance Bash, Youth Work Expo and a Wedding Vendor/Public event being planned for October 2024. We are opting to do the Encounter the Arts event every other year.

Finance: Doug reports that we are continually increasing in revenue, up 55% from last year and expenses are reduced based on changes in reporting of wages and benefits of DPW staff. We are still trying to determine the right analysis for room utilization, which will inform us of some opportunities to explore ways to increase sales of underutilized space. Marketing dollars have been invested, showing an increased rate of return in revenue and more rentals overall.

Seise reported on the City Council Budget work session. All went well and now the budget will go forward in the process. City Manager Latsch commented that she does not anticipate any changes moving forward. Seise will inform the board if there are any changes to Central Park Place's budget prior to the next fiscal year.

Seise informed the board that a new part time person was coming for eight hours per week to assist at the front desk. This is a current staff member that is being shared by the Clerk's office, without any

additional cost to the operations. There will be blackout periods that they will NOT be available due to elections.

Mackinaw Ballroom AV Upgrades are in process. Moss Audio Corporation was awarded the bid last FY. They were gracious to wait while we prepared the 1.5 million grant to the state for ARPA funds, which we did not receive. Our equipment has been ordered, installation is anticipated in June, with training completed for staff prior to the fiscal year end. The board discussed having up to date AV equipment in every room. Seise will work on getting quotes in preparation for the next fiscal year's budgeting process.

Seise has been working with Assistant City Manager for "long term" license agreements for our longer term users. City Manager Latsch suggested not creating a long term license agreement, but instead, change our rental agreement to include liability insurance for specific events and then to add "storage space fees" to the fee schedule (prior to the next budget meeting). Seise will provide the necessary fee schedule changes to the finance department and change the rental agreement immediately.