

June 23, 2025

Central Park Place, a.k.a. Grand Haven Community Center

Attendance: R. Douglas VanOss, Martha Alexander, Meghan Allison, James Porenta, Dawn Wolfe

Guests: Mayor Monetza, Dana Kollwehr, Mark Tanis

Minutes-Motion by Alexander, 2nd by Allison, all in favor.

MONTHLY COMMITTEE REPORTS-

- FINANCE-Shared financials to the group for informational purposes
- Other committee reports skipped for this month to provide guest speaker an opportunity to present the overview of his findings for Central Park Place

History:

Mark Tanis, is a well-known marketing strategist that has had a long standing career in the area. He attended an event at Central Park Place with board member VanOss and that encounter sparked a marketing interest. The two continued a conversation about the marketing/brand strategy of this amazing facility and VanOss recommended that we solicit Mark's professional expertise to help us get to the next level for Central Park Place.

Mark's professional analysis provided confirmation of the ideas and strategies that the board has discussed since re-branding and are outlined here (a copy of the report is also included for the purpose of documenting this information for the public).

RECCOMENDATIONS:

- Grand Haven has much more to offer our residence, guests and visitor's beyond the pier. Move forward with an approach that Grand Haven has something new to offer, year round; Grand Haven is more than just the beach. As a community center, a hub of gathering for our community, we are uniquely positioned to begin talking to our local partners about a community wide brand strategy that would broaden awareness beyond the beach and summer tourist season.
 - Develop an approach to achieve city buy in with local partners to implement a brand strategy city-wide
- Get signage-we have missed opportunity to market the facility with directional signage on US31 and on local streets. There is currently no navigational signage to direct our guests to the facility.
- Update the website, reduce "clicks", simplify the content to make it easier for a customer to submit an event inquiry, view the available calendar dates, provide a "key" for room selection in the inquiry form and move content forward, and include a separate wedding page, utilizing photos to showcase space, including pricing and amenities for guests to see the bottom line up front.
- Opportunity-with three potential hotels coming to the city, Central Park Place is uniquely positioned to partner with these entities to provide a la carte meeting space, entertainment,

conferences and reception options to their guests. If we start discussions early, future enhancements to the facility could be tailored to meet the needs of the community and increase revenue to reduce dependency on the general fund for operations of the facility.

*Review the City of Zeeland's Feel the Zeel and Watch Muskegon Go Campaign's (Mark was involved in the City of Zeeland's campaign).