

Community Center Board Meeting

Minutes July 18, 2022

Board Member Present: Angela Sorensen, Doug VanOss, James Porenta, and staff member, Char Seise

Absent: Sandy Katt

Porenta asked for a motion to approve the minutes of June's meetings, VanOss motioned, Sorensen 2nd, all in favor.

General Call to the Audience: One guest attended, identified himself as Michael from Muskegon.

Committee Reports:

No committee reports this month

Unfinished Business:

Insight Collaborative, the firm hired to complete the Community Center re-brand, has asked to have the board, staff and council review the following questions:

- Do you seek to rebrand the facility as an arts and cultural center?
- Do you seek to brand the facility as a community center that has meeting, life event, and arts-suitable spaces?
- Do you seek some other brand identity?
- If you seek to rebrand as an arts and cultural center, do you currently have the capacity and support at the city, board, and staff level to drive the kind of change that delivering an arts and cultural center requires?

These questions were posed, after city staff and Insight Collaborative came to an impasse about the city's RFP and vision for the center.

Each board member present responded individually to the questions, all stating the following:

- The intent was to bring back the arts intentionally into the center, providing classes, displays, opportunities for engagement
- Board members also expressed their support that the RFP as written, was intended to be about rebuilding a facility that is available to all, for life events, as well as arts and culture.
- The board unanimously agreed that the vision of the future of the center has not changed since the inception of the concept back in 2021.
- The board agreed that it would be up to the consultant to determine if they could align with the city's vision to continue working together on the re-brand project. Staff will communicate the outcome of the meeting to the consultant and ask for their decision on finishing the project.

New Business:

- Re-Brand Grand opening scheduled for 10/8/2022 from 10 am-3 pm
- Leverage Marketing has signed a five-year lease agreement that includes providing social media support of the center

- In negotiations with Life Church for rental of the auditorium for their Sunday morning services
- Getting quotes for sound/AV equipment for the auditorium, need an RFP for the ballroom upgrades
- 2 board member applicants, waiting for the mayor to schedule interviews
- Acoustic Guitar Night scheduled for 7/16/2022 at 7 pm
- Accept with regret the resignation of Maggie Bandstra (Porenta made the motion, VanOss 2nd, all in favor)
- Review Invoice from Phase 3 of the re-brand initiative