

GRAND HAVEN COMMUNITY CENTER

BOARD MINUTES

August 23, 2021

Attended: S.Katt, J.Porenta, D. VanOss, M. Bandstra, A.Sorensen, A. Latsch, and C. Seise

Absent: None

Meeting called to order at 5:05 pm by Seise. New board chair needs to be identified to run the meetings.

Katt motioned to approve June minutes, Porenta 2nd the motion, all in favor.

Introductions of new members, VanOss, Bandstra and Sorensen, and existing members.

A review of the Community Center financials shows a \$378,290 contribution from the General Fund. Seise reported that the contribution was necessitated by COVID cancellations and having the lower level empty when MCC left. Historically the Community Center runs an annual deficit of \$175,000-\$200,000.

In the 2019/202 Fiscal Year, the Community Center served over 16,800 people, averaging 700 rentals.

A strategic planned was unveiled to the Community Center Board in hopes of spurring on the conversation to reduce the General Fund annual contribution.

The Community Center has faced some challenges in the recent years with the loss of Muskegon Community College rental revenue and then again with the indoor gathering restrictions from COVID. The Community Center millage ends in 2021, which will eliminate approximately \$440,000 of revenue for maintenance, repairs and upgrades to amenities such as sound equipment. New competition for renting the Mackinaw Ballroom has arisen with Noto's and possibly with the redevelopment of the BLP Diesel plant.

Future opportunities include, securing a community partner to occupy the lower level space Monday-Friday so the space is available on the weekends for rentals. Increasing rental rates is another option to consider. Community Center rates could be raised and still stay below market rate. Another opportunity is to have staff programming space and actively looking for activities that would generate revenue in the space. Increasing social media marketing to hit the target market that utilize rental space is another option that was discussed, along with adding in a multi-purpose juice/coffee bar to make the interior space more inviting for individuals and businesses to have impromptu or planned meetings in a public atmosphere that offers free WIFI and beverage services.

The Community Center is a gathering place for bringing community together, celebrating life events such as birthday parties, anniversaries and memorial services, weddings, artist and performance venue and business meetings. The facility is utilized for public forums, staff trainings, voting, health/senior forums, wedding expos, garden shows and artisan craft shows. The board believes it is a building worth

investing in for the future of our community and they would like some direction from City Council on what is an acceptable level of contribution from the general fund to maintain this icons operation.

The board recommends presenting the strategic plan in a work session, requesting council feedback in order to finalize a solid plan for rebuilding.