

CENTRAL PARK PLACE

MINUTES

1/23/2023

Present: Jim Porenta, Doug VanOss, Angela Sorensen, Martha Alexander, Dawn Wolfe

Meeting called to order at 5:05 pm

General Call to the Audience: No audience members present

Approval of Agenda/minutes of 11/28/2022. Motion made by Alexander, 2<sup>nd</sup> by VanOss, all in favor.

Introduction of new board member, Dawn Wolfe.

Committee Reports:

**Finance**-Doug and Char met to go over annual financials in preparation for the budget meetings. Doug continues to seek information and understanding of the government process of budgeting. He has provided the board with budget analysis and recommendations to staff to consider in trying to make the financials easier to understand for the general public and the board's decision/recommendation process.

**Arts**- Martha and Char have met to brainstorm ideas and opportunities for re-integrating the arts in the center. There are several irons in the fire, including planned meetings with the Holland Area Arts Council, a submission of an art grant to the Grand Haven Area Community Foundation as well as discussions with individual artists for providing classes and opportunities within the rental space.

**Marketing**-Char continues to work with Leverage in marketing events on social media. Angela will provide an outline for marketing goals in the next week and review our new website.

**Organizations/Community**: No committee meetings have been held. Once goal setting session has taken place, these groups will become more active.

Wolfe asked what the rental goals is for 2023. Upon initial discussion, the number of 1000 events was identified. If we look at the last fiscal year rentals/revenue, we had 828 events, 648 were paid events and 180 were pro-bono events (which include city departments, public forums, school & arts events). 78% of the rentals were paid, 22% were unpaid. The board recommends that we eliminate full pro-bono events, and charge 50% of the lowest fees to recover some costs. It was also recommended that inter-departmental events do their own set ups/tear downs and not utilize the DPW cleaning crew for set ups. We are charged for 1.34 FTE of cleaning staff in our budget and should consider reducing the dependence on these services for free events.

The group agreed to a separate goal setting session be held on January 30<sup>th</sup>. Whomever can attend will participate in the process and the group will be provided a written copy for review and discuss for the next meeting.

Meeting adjourned at 7 pm

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