

CENTRAL PARK PLACE

a/k/a

GRAND HAVEN COMMUNITY CENTER

5/22/2023

Present: James Porenta, Martha Alexander, Doug VanOss, Angela Sorensen

Missing: Dawn Wolfe

Guest: Jordyn Muskovin (new staff)

Approval of agenda-motion by Sorensen, 2nd by VanOss, all in favor.

Approval of April minutes, motion by Alexander, 2nd by VanOss, all in favor

Committee Reports:

- **Finance**-revenue up 30% from last year. Recommendation to set a goal even if it is just internally to reduce the center's dependence on the general fund. In year's past, the general fund has supported the operations of the facility in the amount of \$200,000. The goal would be to increase revenue to get back to the pre-covid contribution level. VanOss recommended setting this goal because it is something for the organization to accomplish and without a defined objective, it is difficult to move forward.
- **Marketing**-Jordyn shared an overview of our current marketing strategy and provided some recommendations to the board to broaden the scope of our reach by including real time updates to social media for existing events and providing actual photos from events instead of stock photos to further engage the public. Another marketing strategy is to focus on the uniquely identified features of the organization and capitalize on them every time we are marketing. Sorensen recommended that we find the right mix of SEO's and that she would work with Jordyn to review and make recommendations.
- **Arts**-meeting scheduled with Irene Sipe (GHAPS) and Martha Alexander to discuss the opportunities to partner next year for a high school art show. Encounter the Arts planning meetings scheduled (5/23/2023 and 6/14/2023) with community partners. LVAC has an art show scheduled on Saturday June 10th and a new art exhibit with Armory 2 Art Studio/Barbara Carlson and a Mid-West Miniatures display. Elijah Russ will have a guitar summer camp in June and July, along with Central Park Players Summer Camp, beginning June 20th-June 30th.
- **Organizations**-Seise is working with GHACF to round up potential partners for providing arts based afterschool/summer programming. The city has other priorities at this time and the foundation is not able to fund the arts directly through the city but wants to work our partners to realize this part of the vision.
- **Community**-More discussions need to be had with the community about our facility and the offerings we have. Improving our AV equipment in the ballroom and getting big screen tv's installed in our meeting rooms will enhance our ability to market the venue to the community.

Unfinished Business:

Still need to spend some time on reviewing annual committee goals and creating a formalized vision and mission statement, along with a values statement.

City Council approved the 2023/2024 FY year budget on May 15th, which included increases to rental fees and capital improvements for \$2,000 for keyed entries, \$30,000 for stage flooring and \$10,000 for Wifi upgrades.

New Business:

Introduction of new staff, Jordyn Muskovin.

Updates on furniture purchases was provided, we are looking at replacing tables/chairs, purchasing new gallery bench seating, a new couch and chairs for the gallery as well. Purchases are for this fiscal year.

A consultant volunteered to give Central Park Place a scope of work to bid out the AV equipment for the ballroom. The RFP for this project will go out in June, but likely take months to finalize the implementation primarily due to supply chain issues.

Discussion was had to familiarize board members about the Open Meetings Act and protocols for holding public meetings.

Meeting adjourned at 6:25 pm.

Next meeting to be held June 27th, 2023 at 5:00 pm