

CENTRAL PARK PLACE
f/k/a
GRAND HAVEN COMMUNITY CENTER
MINUTES
8/28/2023

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

Guests: Tim Price & Maria Boersma

Approval of agenda/June Minutes-motion by Sorensen, 2nd by Wolfe, all in favor.

Committee Reports:

- **Finance**-Doug and Char continue to work with the Finance Director to get a clear picture of the organizations financials. More work is needed and a finished product is expected in the near future. They will consider adding trade of services, such as in-kind services from Leverage, equipment investment from Life Church and underwriting of CPP. Weddings are the centers biggest potential revenue; a flyer has been created to hand out to potential wedding vendors.
- **Marketing**-Jordyn and Char met with Leverage Marketing to discuss our long range marketing strategy. They are putting together a marketing calendar that includes, digital, social media and a small amount of print. They are looking at building followers and boosting paid social media ads. Char will take the wedding flyers that have been printed out to are wedding business and then work from the Chamber member list to engage local businesses to utilize the facility.
- **Arts**-Two Michigan Arts and Cultural Grants were applied for, one for the mural project and the second for improvements to the theatre to replace lighting and flooring. We should know by late October if these funds were awarded, if not, the theatre project can move forward as this was a capital budget improvement that was approved for this fiscal year.
- **Organizations**-More partnerships and opportunities are evolving as discussions are being had. Char held meetings with the Fab Lab of Muskegon and Dake Corporation to begin conversations about STEAM programming at the center. They will both join us at the Encounter the Arts event. A future meeting is planned for September with Diane Miller from GVSU as the Science Olympiad coordinator and MiSTEM's Network coordinator.
- **Community**- No Updates at this time

Call to the Audience:

Maria Boersma joined us in her role as City Clerk to inform the board about their responsibility to follow the open meetings act. She provided literature to help ensure meetings follow proper protocol and made herself available if at any time one of the members has any questions.

New Business:

1. Community Centers Grant Application:

A grant for 1.5 million dollars was applied for through the MI Community Center Grant 2024. Staff worked with consultant Abonmarche to complete the application. The funds if awarded would provide resources to complete HVAC, Lighting, AV Upgrades, as well as security measures and furniture purchases. Many of these items are already in the capital plan, so, we used that as our 10% match for the grant. We should know by the end of December, with grants in place by January if awarded.

2. Encounter the Arts Event-October 7, 2023:

Things are moving forward, artists are confirmed, marketing material has been created and advertisement has begun. We are looking for board members to commit to an hour of volunteering for this event, t-shirts will be provided to all artists and volunteers. The same shirts will be used this year, so, we can re-use shirts from last year if they are in good condition.

3. We have finally hired our on-site supervisor for events over 100 persons. The renter will pay an hourly fee of \$25 and they are required to have the person on-site from the start of the event, until it is completed. The charge will be added to the customer's invoice and will be paid in advance of the event. This will ensure that customers abide by our decorating regulations and that the event runs smoothly and is cleaned up in a timely manner and returned in good condition. Our set up team only has 3 hours from the end of a wedding to clean up and re-set for the next day's activities, so this will be a big help. Lauren Johnson joins us a seasoned professional, with over 30 years' experience in sales at the Marriott.

Meeting adjourned at 6:30 pm

Next meeting to be held September 25, 2023