

CENTRAL PARK PLACE (a.k.a Grand Haven Community Center

MINUTES

October 23, 2023

In attendance: Doug Van Oss, Dawn Wolfe, James Porenta, Martha Alexander and Angela Sorenson

1. AGENDA-approved, with 2 additions:
 - a. Future Prep'd
 - b. MACC Award
2. A motion to accept the minutes of 9/25/23 was made by Alexander, 2nd by Sorenson, all in favor.
3. FINANCE REPORT: VanOss shared the financial spreadsheet. Sorenson recommends month to month comparative of rentals to coincide with marketing. Seise will work with staff to provide an analysis for the next board meeting.
4. MARKETING REPORT: Goal setting planned with Leverage to work on goals. Sorenson recommends that we focus on key words, key word trending data and key word forecasting. Seise will bring the marketing goals to the next board meeting.
5. ARTS REPORT: We did not receive the MACC grant award for the in-house mural. Seise will contact GHAPS art teacher Irene Sipe. We will also ask GHAPS high school students to have an art show within the facility, which will draw more of the community in to support local, youth artists.
6. ORGANIZATIONS REPORT: None
7. COMMUNITY REPORT: None
8. Seise reported that staff has checked into being a vendor at the DeVos Bridal Show in January (cost \$2500) and possibly the bridal show at the Grand Rapids Museum (\$1200). We have not signed up for either at this time, but are still considering it. The cost for this was included in our budget for this fiscal year.
9. Seise presented the idea of officially changing the name of the facility in the city charter. This would take a vote of the people. The board discussed and at this time are not interested in pursuing this.
10. Discussion was had about having a quarterly newsletter that highlights activities available to the community and also to market the venue and broadcast availability and various uses of space.
11. The board also requested to create a matrix of our wedding competition to help inform us in making decisions regarding rates, rental times, marketing budget etc.