

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

MINUTES

January 29, 2024

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

Guest: Mayor Bob Monetza

1. A motion to approve the agenda was made by VanOss, 2nd by Sorenson, all in favor.
2. A motion to accept the minutes of 10/23/2023 was made by Alexander, 2nd by Wolfe, all in favor.
3. FINANCE REPORT: VanOss shared the financial spreadsheet, it is in the final format that will be presented to the board monthly. The month to month comparative recommended by Sorenson last month has proven to be informative, with the Mackinaw Ballroom provide 62% of the rental revenue. With the DPW wages removed from our budget and the in-kind and pro-bono services added back in on the bottom line, it is proving to be a different financial picture than one year ago. As we continue to increase rental revenue and decrease expenses, we are confident that there will be less dependency on the general fund to cover the centers expenses.
4. MARKETING REPORT: The priority of our marketing goals at this time is to concentrate on increasing wedding reception sales. We will spend approximately \$4500 to market the venue with Nearlywed, including digital and print ads. We will be working with a photographer to stage the space for professional photographs that meet the standards for this new partnership. Leverage will continue to work with us on our marketing for general use of the facility. We will be utilizing paid social media advertising for the first time and will evaluate its success month to month and make adjustments as needed.
5. ARTS REPORT: We have 4 months available to recruit local artists to hang a show. Martha will work with Char to coordinate with GHAPS High School as well as other local artists that might benefit from hosting a show in the gallery space. She will also work with Char to build relationships with local artists that can help to promote this space for hosting classes. Further discussions are planned with Holland Area Arts Council to discuss the opportunities to partner and potentially host classes in the facility. Char reported that the Epicenter (Allison Paradise and Connor Maliesky), will be hosting an arts expo, on February 24th, with the intent to host after school arts Monday-Friday, beginning March 16th. They are considering a membership model, with drop in options and then a two-week summer camp.
6. ORGANIZATIONS REPORT: None
7. COMMUNITY REPORT: None
8. Discussion was had about the work plans and how they could be made more viable, with tasks that could be work on with individual board members and coordinated with Char between meetings. Char will work on revising the current work plans and making meetings with individual board members.

Next meeting: February 26, 2024