

## Central Park Place Board Minutes

August 26, 2024

Present: Dawn Wolfe, Martha Alexander, Jim Porenta, Doug VanOss, Angela Sorensen, Char Seise (CAM)

Guest: Mayor Monetza

A motion to approve the agenda was made by Alexander, 2<sup>nd</sup> by Wolfe and all in favor

Minutes from May meeting were not available. Look for them at the next meeting.

### COMMITTEE REPORTS:

**Marketing:** Social Media marketing continues to make an impact on the inquiries and rentals. We are looking at doing a print wedding venue ad in an upscale magazine called Nearly Wed that also has a digital presence. We have sent out rack cards to over 700 chamber members and are seeing new daytime business as a result.

We are still looking for a board member that has expertise in social media/marketing to join our team. Wolfe suggested checking into local businesses like New School, Have and Whiz Bang for potential residents that may be willing to utilize their skills as a board member. Wolfe will reach out directly and report back to CAM).

**Arts:** Conversations continue in the community about re-incorporating the arts back into the facility. This year we have added in a new Lighthouse Quilt display (Melanie VerDuin's elementary student art). A series of dance classes with Kelsey Lee, a professional dancer that recently relocated to Grand Haven, needing rehearsal space and having the vision to do adult and youth dance classes.

Gallery Uptown has requested to utilize space to have their quarterly meetings and are interested in doing an early Spring show. Martha knows a couple of members of the gallery and will encourage them to utilize the space for their show. Seise will continue to work with them the way we do other collaborative groups, no charge for the use of space to display, but a charge to host a meet/greet with the artists. In the future, if these continue to grow and sales occur, it was suggested that we be open to some type of nominal charge in the future with all artist groups as this grows. Martha's point of contacts are, Val Boet and Lynne Bozaart.

We were a host site for a new Actors Workshop, hosted on two consecutive Sundays in August. Organizers had small crowds and will continue to work with us on hosting another event, but at a better time of the year.

The first for us as the host site for the International Exploratory Art Symposium. Art will be collected from around the world and will be on display from September 5<sup>th</sup>-October 31<sup>st</sup>.

Encounter the Arts will be postponed this year while we work on re-organizing the event for 2025.

We are in the early discussions of creating an Art Placemaking Strategy. More to come as the idea and stakeholders evolve.

**Organizations:** Wolfe recommended reaching out to area funeral homes to host onsite memorials/luncheons for larger funerals. We currently have a working relationship with Klaassen Family Funeral Home and will pursue a working relationship with Sytsema Funeral Homes.

Sorensen recommended a press release for being a host site for memorial celebrations and luncheons.

**Community:** Wedding vendor event will be postponed until February. Sorensen suggested that we utilize a wedding DJ to be the MC of the event. This way they can promote their own business as well as bring energy to the event. Seise will reserve a date in February.

**Finance:** Set up/tear down costs were added into the fee schedule in July, due to the changes in staff structure at the center. Staff will monitor response to the increased costs and report back to the board.

Year end financial showed significant improvements over the previous years. Revenue was up 46% from last year, operating expenses were down and less revenue lost with changes in the policy for pro-bono services.

It was reported that revenue was down this first month, expenses were also down.

The board discussed having payment plans for wedding receptions as it is sometimes a hardship for people to put 50% down. It was also suggested that this could be another promotional tool that sets us apart from other event venues.

VanOss recommends staff to review the retirement benefits contributions to better understand what is being paid into for the unfunded balance and what is currently being contributed. He wants to ensure that the board fully understands that accounting principle that applies to this line item.

VanOss recommends giving a referral bonus to vendors that make a qualified referral that gets booked. Seise will look into this as another marketing strategy to increase business rentals and qualified vendor sources.

*Recommend we get a noose neck microphone*

## **BUDGET:**

Capital Updates Coming:

- Security/Key Fob System-Scheduled for late fall for installation
- Lighting-MACC Grant Auditorium 3:1 Match-Will know about grant funds in late September
- Lighting-Ballroom \$30,000 set aside for upgrading system to LED's, consultation upcoming with lighting company, RFP to follow
- Curtains in the stage need to be replaced because they are not flame retardant any longer, meeting scheduled in September with a company that provides consultation for said services. An RFP will follow; we currently have \$15,000 budgeted for replacement cost.

New AV installations were completed in the Mackinaw Ballroom in June. The system is very user friendly, includes 3 new projectors, new screens, a Clickshare device that connects directly to a laptop, Bluetooth, and 4 new microphones. VanOss suggests getting a gooseneck microphone for the podium, which will give speakers more versatility and a better sound in the room.

Meeting Adjourned: 6:30 pm