

CENTRAL PARK PLACE, A/K/A GRAND HAVEN COMMUNITY CENTER

February 24, 2025

MINUTES

Present: James Porenta, Dawn Wolfe, Martha Alexander, Guests, Bob Monetza present. Absent: Doug VanOss and Angela Sorenson.

Motion to approve minutes, by Alexander, 2nd by Wolfe, all in favor.

COMMITTEE REPORTS:

MARKETING: Angela reviewed social media reports and provided feedback for Char to discuss with Leverage before a new contract is signed. Doug introduced Char to Mark Tanis to discuss marketing ideas and he provided some suggestions and an overview of the website with some suggestions.

COMMUNITY: Dawn has been working on getting detail regarding our competitors so that we can be better informed amount the services. This will help us to better strategize our position in the marketplace and to make beneficial referrals to individuals that we cannot assist.

ARTS: Char and Martha met to discuss strategies for integrating the arts at Central Park Place. With our frontline person leaving, this gives the organization an opportunity to review the position and incorporate arts programming as part of the job duties. The board recommended the change. Char will discuss with Assistant City Manager Dana Kollwehr and finalize a new job description with the HR Director. The goal will be to have a new person in place by May 1.

Martha shared about the opportunities that she has recently had for teaching a class at the Holland Arts Council for students with disabilities, "Arts for Everyone". These are the types of programming ideas that can take place if we have an arts administrator on staff. We have the online reservation software that can be utilized to assist in registering people for classes, which is a huge benefit for scheduling classes.

ORGANIZATIONS: No report at this time.

FINANCE: The most recent monthly analysis was provided.

Discussion was had about the limitations for growth in the wedding business due to lack of staffing. Some ideas that were brought up by Dawn were to consider a 1099 employee that is paid a commission to grow and manage the wedding rentals. This would give Char the time she needs to build other community partnerships and provide the additional revenues needed to bring the budget into a more acceptable position. Char will discuss with Assistant City Manager Kollwehr and Finance Director about this possibility and bring back more financial information to the board next month.

Further discussion was had to possibly have internships with college students from local colleges to fill in the staffing gaps. Char will provide an analysis of the schedule and how it could possibly be covered using volunteers.

UNFINISHED BUSINESS:

Mayor Monetza has an interested community member to fill Angela's position. They just do not have any marketing experience. Char will speak with Angela to see if she would still be willing to review the marketing reports monthly, regardless of the outcome, the Mayor would like to move forward with the new member, releasing Angela from her commitment to stay until a new member is found.

Chamber Bash will be held at Central Park Place on April 17th.

Meeting adjourned at 5:55 pm.