

Midway Renaissance Board Minutes

February 26, 2008

Members Present: John McDaniel, Sarah Rathbone, Dan Roller, Mary Seeger, Bart Shockley, Pam Thomas and Randy Thomas

Members Absent: Tom Bozarth, Diana Ratliff, Diana Queen, Mary Thoreson

Guests: None

Meeting was called to order by Randy Thomas, President, at 5:45 p.m.
 Meeting was adjourned at 7:40 p.m.

Discussion of items not on the agenda: **Randy** noted that since the agenda has been developed he had received an email from **Susie Quick** notifying him of her need to resign from the Board for personal reasons. The Board accepted Susie's resignation and discussed a nomination process to fill the vacant position. **Randy** advised that our bylaws allow a seat vacated by a member may be filled by a vote of a majority of the remaining members. On a related note, **Dan** Roller's term is set to expire at the end of February (2008). **Dan** agreed to serve another term and a motion was made and seconded to appoint **Dan** to another term which will expire February 28, 2011. The Board voted unanimously to approve **Dan's** appointment and thanked him for his commitment.

| Agenda Item | Discussion | Action Taken/Needed |
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| Minutes | Minutes from the January 29, 2008 meeting were reviewed and approved. | Minutes were approved as submitted |
| Treasurers Report | <p>Bart presented financial statements for Renaissance and Greenspace, including expenditures for the month of February. Current balances are: Renaissance - \$5,701.24 Greenspace - \$2,104.42</p> <p>The Board also discussed the frequency of desired detailed reimbursement reports and agreed that quarterly reports will suffice.</p> | Treasurers report was approved as submitted |
| Francisco's Farm | <p>Marcie was unable to attend, but provided the Board with a written update which was shared by Randy. Highlights included:</p> <ul style="list-style-type: none"> Transferred the bulk of funds to new event fund accounts – 'Midway Renaissance – Francisco's Farm' – awaiting several checks to clear before we can close the old | No action required. |

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| | <p>account and prepare a statement to that effect for the City</p> <ul style="list-style-type: none"> • Got news from National City that their budget for community support has been cut 30%, so their sponsorship of our event is reduced to \$8,000 – this was our net last year, as we gave two \$1,000 scholarships out of the \$10,000 we received from them. • Negotiations underway for corporate sponsorship of Artist Awards and Transportation • The Planning Committee met on February 11th to review all applications. Panel reviewed and scored 206 applicants' images. 150 artists from 15 states were accepted • Planning & promoting next FF event – Francisco's Farm Night at WUKY's Spring Fund Drive – March 6th – 5pm-9pm – have recruited Farm Hands to man the phones, will promote to Friends of FF in an e-blast next week, and will give away FarmBucks on air in exchange for major donations. • Contract with Carol Bowles and Paul Atkinson to create design for T-shirt & other promotional uses – sent out specs to half a dozen printers for bidding on all the 2008 products and am in the process of reviewing bids | |
| Greenspace Committee | <p>Randy presented an update on Greenspace which included:</p> <ul style="list-style-type: none"> • Safe Routes to School Grant is being completed and will be sent submitted by the March 15, 2008 deadline. The Greenspace proposal will seek funding to purchase and install a footbridge across the creek, construct a trail from the footbridge to Northside Drive and purchase and install barriers between Northside Drive and the sidewalk from the trail head to the school. Greenspace has worked with City Council, Northside School and the Library during the grant preparation process. • Bob and Randy met recently with Mayor Bozarth, Council Member Sheila Redmond and Wanda Lucas, President, Northridge Estates Homeowners Association (http://www.northridgemidway.com/) to discuss Arbor Day 2008. Several ideas are in discussion including public tree planting in Walter Bradley park and free trees from the City nursery for city residents. More information to follow. • Greenspace workdays are the first Saturday of the month | No action required. |

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| | from 9-11 a.m. The next workday is this Saturday (March 1) in the woods to continue the removal of honeysuckle. | |
| Website | The Board reviewed an invoice from Black Cat Enterprises, LLC for twelve months of webhosting fees and domain name fees for the Midway KY website. Board members discussed our lack of presence on the website and the need to include Renaissance information including a “community calendar.” This should be one of the priorities for our Program Manager . . . once hired. | Board approved payment of the invoice to Mike Hays. Bart will make payment this week. |
| Renaissance Calendar | The Board discussed the need to establish a Renaissance Calendar to inform both Board members and the community at large about Renaissance activities (see discussion above regarding community calendar). | In the absence of a Program Manager and a City of Midway person directed to create, maintain and update a community calendar Randy will explore creating a link to his Yahoo calendar for Board members. If that is feasible Randy will post all Renaissance (including Francisco’s Farm and Greenspace) meetings and activities/events for Board access only. |
| Recertification | Randy reported that he learned from Roger Stapleton , KY Main Street Program Coordinator that a decision on our Certification application should be made by mid-April. | No action required. |
| Program Manager | <p>Randy updated the Board on his discussions with Tom and attempts to develop a job description that clearly outlines expectations. A copy of the draft job description was provided to Board members prior to the meeting. The draft, however, does not yet contain expectations from the City of Midway. Tom is out of town and was unable to attend today’s meeting and did not provide an update to Randy.</p> <p>Randy also reported receiving several inquiries about the manager’s position following a request he posted for job descriptions to the Main Street listserv. Two inquiries were made from individuals getting ready to graduate from the Historic Preservation program at the University of Kentucky. This listserv will be an excellent source for posting the job announcement as well.</p> <p>Board member discussed the need to engage a program manager as soon as possible so that we can involve this person in strategic planning efforts. Also, the Board is aware that our status as a Certified Main Street Program, which gives us access to funding,</p> | Randy will email Tom on Tuesday and request an update. Randy will ask that post a job announcement in the next few weeks. Randy will request to be on the Council agenda to update them on our activities. |

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| | is dependent upon Midway having at least a part-time manager. The guidelines require us to make every reasonable attempt to fill a vacant manager position in three months and failure to fill the position within six months will result in us losing our certified status. | |
| Renaissance Logo | Members agree that a distinctive logo can be very helpful, but deferred discussion to a future meeting. | No action taken. |
| What's in a Name? | Members held a brief discussion about the need and/or desire to update Midway Renaissance name. An update could either be in the form of a complete name change or the addition of a "tag line" to the existing name (e.g., Historic Past and Exciting Future). Board members agreed that this is something that needs a great deal of additional thought and discussion. | No action taken. Will be carried over to the next meeting for further discussion. |
| Board Retreat | The Board discussed the need to have a planning retreat in the near future and weighed the desire to have a program manager on board and active against the need to get a plan in place as soon as possible. All agreed that is most desirable to have a program manager hired prior to this planning meeting, but were concerned that it is going to take longer to get approval from the City to hire a manager than desired. Members concluded that strategic planning is needed "sooner rather than later" and identified April 5 or April 12 as target dates with the 5 th being preferable to those in attendance. Mary offered to host the meeting at her church (Midway Presbyterian). Members agreed that the meeting will take place from 9:00 a.m. to 3:00 p.m. Pam commented that we will need to have a focused agenda and agreed upon outcomes prior to the meeting. | A detailed agenda will be developed and approved by the Board in the next month. Randy will notify those Board members not present and ask them to confirm one or either of these dates. Randy will also contact the KY Heritage Council and/or other Main Street Managers for their advice and assistance. |
| Strategic Planning | See discussion above (Board Retreat). | See above. |
| Winter Main Street Training | Randy thanked John for his attendance at the Main Street meeting in Winchester January 30-31. John's participation earned us 1.5 credits for the year. John had to depart the meeting before giving a report on the meeting. | John will forward information on the Winchester meeting to Randy for additional distribution. Bart will reimburse John for his expenses to attend the meeting on behalf of Midway Renaissance. |
| Fundraising | The Board did not have time to review at this meeting, but noted that this is an important issue that needs considerable time to discuss. | Will be a topic of discussion at the Board retreat in April. |
| Renaissance Committees | Board members acknowledged the need to examine its committee structure and membership, but deferred further discussion until the Board strategic planning retreat. | Will be placed on the strategic planning agenda. |
| Tour de Tulip | Pam and Randy provided information on the 2 nd Annual Tour de Tulip which is set for Saturday, April 26 at 9:00 a.m. The Tour de | The Board agreed (in principal) to partner with this event in the form of |

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| | <p>Tulip is a bicycle ride (not race) that will consist (proposed) of 20, 30 or 40 mile loops starting at the Black Tulip. An entry fee (tentatively set at \$30) will include a pre-ride continental breakfast, post-ride pasta lunch and a T-shirt. It is intended that part of the money collected would be denoted to a local program or service. The Board had a good discussion of the merits of using such events to promote tourism to Midway.</p> | <p>volunteers and some financial contribution that would also help promote Midway Renaissance. Pam and Randy will continue to work with Bill Van Den Dool to coordinate the ride and report to the Board for approval of any financial expenditures.</p> |

Next Meeting Date: March 25th at 5:30 p.m. 413 Mill Road (Pam & Randy's House)