

Midway Renaissance Board Minutes
 March 16, 2010 - 6:00 p.m.
 413 Mill Rd, Midway, KY

Members Present: Randy Thomas, Becky Moore, Sarah Rathbone, Pam Thomas, Bob Rathbone, Cecelia Gass, Blythe Jamieson, Phil Gerrow, Mary Thoreson, Joy Arnold

Members Absent: Mary Weese

Guests Present: Sharon Turner, Doris Leigh

Main Street Manager: Marcie Christensen

Agenda Item	Discussion	Action Taken/Needed
Minutes from February 16, 2010	The minutes were sent to Board members at least a week in advance of this Board meeting and no revisions were suggested	February Board Meeting Minutes were approved by consensus
Treasurers Report Renaissance Greenspace Francisco's Farm	Sarah reported balances in the Renaissance account = \$7,849.70 and the Greenspace account = \$1,921.51. Marcie reported balances in the Francisco's Farm accounts = \$8,278.43. Francisco's Farm Financial Report for February was previously emailed to Board members. Randy asked Marcie about a reference in her February Report related to budget revisions due to receipt of less booth fee revenue than anticipated. Marcie explained the anticipated booth fee revenue was based on estimates of how many artists would apply at which booth fee level (as discounts were offered for Nov & Dec applications). Budget will be adjusted to reflect actual booth fee revenue now that exhibitors have been selected & their exact booth fees are known. Becky asked how much of the Renaissance account balance was dedicated to Midway Arts Series. Marcie answered that amount is \$4,500 as last Saturday's expenses had not yet been deducted from the account.	Mary Thoreson made a motion to accept the Treasurer's Report, Cecelia seconded, all voted to accept the report.
Managers Report	Marcie had emailed Board members a brief report on the March 1-2 Main Street Conference in Corbin and restated: <ul style="list-style-type: none"> ❖ Our Market Analysis Grant Application is at the governor's office for approval, having been recommended by the Heritage Council; ❖ She consulted w/ Randy while at the conference and purchased a silent auction item – board training by 3 experienced Main Street Managers. She has requested their attendance at our April 10 Retreat and is awaiting a response – if less than 3 can attend on that day we will be happy to have 1 or 2 of them facilitate the Retreat – to focus on Board Responsibilities and the development of our Work Plan – with Marcie providing the information to the board (before the Retreat) on 	Marcie will contact Julie Wagner, Danville's Main Street Manager, multiple times daily until she receives a response

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	<p>Main Street 4-Point Approach, 8 Guiding Principles, Duties of DOPE Committees, and history of Midway's Main Street Program.</p> <ul style="list-style-type: none"> ❖ Marcie & Phil met w/ Bob Polsgrove, President of Kentucky Trust for Historic Preservation (www.TheKentuckyTrust.org), who offered assistance with approaching Louis Yount, owner of a dilapidated, vacant bldg on Main St. Bob requested assistance from our volunteers in conducting a survey of buildings in Woodford County that are on the National Register. ❖ Becky recommended Marcie talk to Debra Shockley and Patti Wilson. ❖ Sharon Turner reported there is a new employee at the Health Dept who should be contacted. Her name is Melissa Royce. ❖ Marcie is working on a website design at the request of the Midway Business Association – they want a site to promote Midway to World Equestrian Games visitors – and a promotional bookmark to print ❖ Marcie reported a representative from TourSEKy presented a workshop on hospitality and customer service at the Main Street Conference and offered to present same in Woodford County at no charge. Requires a minimum of 20-25 attendees. ❖ Marcie reported she has been doing promotional work on the Midway Arts Series, April Shop Hop (scheduled for first Saturday but may be rescheduled due to conflict w/ UK Ball game), and Renaissance Ride 	<p>Marcie will contact the UK College of Design's Masters Program in Historic Preservation to inquire about a possible intern to assist</p> <p>Marcie will contact the recommended people to see who can help</p> <p>Marcie will inquire of the Midway Business Association and Woodford Chamber whether either group is interested in hosting this workshop</p>
2010 Workplan and Budget	Work Plan and Board Retreat plans were discussed only to the extent we agreed April 10 was still our target date, meeting will be held at Holly Hill Inn with box lunches provided by Wallace Station	
Board Retreat		
<p>Midway Renaissance Ride</p> <ul style="list-style-type: none"> ❖ Details ❖ Volunteer Needs ❖ Midway Opportunities ❖ Prizes 	<p>Randy announced the 1st annual Renaissance Ride, scheduled for April 24th. Will need 6 volunteers to assist with registration (Mary, Joy, & Marcie volunteered). Randy asked Mary to request the Merchants Association consider donations of items for door prizes and think of ways to engage the riders in Midway while they're here. Pam reported BG Cycling will allow Renaissance to obtain event insurance under their policy at \$1.50 per rider based on number who participate, as reported after the event.</p>	<p>Joy made a motion to approve the expense of obtaining insurance through BG Cycling. Mary seconded. All voted unanimously in favor.</p>
<p>HorseY Hundred</p> <ul style="list-style-type: none"> ❖ Details ❖ Volunteer Needs ❖ Midway Promotional Material 	<p>Randy reported the HorseY Hundred, scheduled for Memorial Weekend, will need more volunteers this year than in previous years as riders will be arriving at different times of the day rather than all in the morning. The rest stop has been moved from Midway College to Midway Presbyterian Church as they are agreeable and have water available. Midway Renaissance and Merchants Association are encouraged to provide promotional materials to be placed in registration packets.</p>	
Francisco's Farm Arts Committee	February Report on FF was previously emailed to board members.	

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	Marcie reported we do not yet have an Agreement with the College as we are requesting they not charge us so much and that they allow outside food vendors. The Festival has also requested the use of the farm gate as the main festival entrance in order to alleviate traffic on Stephens Street. Marcie reported the construction on campus will impact the festival less than originally stated. We will be able to locate artist booths west of the library.	
Greenspace Committee	Bob reported that Midway Christian Church has requested a Rain Garden. Mary requested the assistance of Greenspace with landscaping the space between Damselby and the Museum Store. Becky asked whether there were any new developments with the GRO Initiative (Greenspace Reaches Out to home-owners in need of assistance with garden/landscape tasks).	Bob will present their requests at the next Greenspace meeting Marcie will ask the Mustard Seed Initiative of the Ministerial Association to include a question in their upcoming survey
Living History Committee	Becky recommended the development of a Sanctuary Tour – a guided walking tour of Midway’s historic churches to include touring interiors. Another planned Committee project is to assist the Planning & Zoning Commission in their project of expanding the Historic District Overlay beyond downtown.	No action taken at this time.
Tourism Ambassadors ❖ Follow up by Joy	Joy will email the board with details and web-links regarding this training opportunity that can be provided in Midway if we recruit at least 20 participants. The cost is \$20/person and includes certification (and a button!)	
Recognition of AI Cross and KY Journalism students ❖ Follow up by Joy	Joy has contacted the College of Journalism at UK to inquire about appropriate ways to provide recognition	
ITN Bluegrass Initiative	Randy reminded the Board that ITN Bluegrass is holding a public information session at Midway Baptist Church on Saturday, March 27 th at 10:30 a.m. Midway Renaissance is supporting this informational event by encouraging its membership to attend to learn more about this program that provides transportation to the elderly and visually impaired.	Pam to send an email regarding this event to the Renaissance membership list. Sharon Turner will email flyer to Pam.

Sarah reported Wendell Berry will be appearing at Midway College on April 5th – event is open to the public

Randy reported

- ❖ he had filed our annual report with the Secretary of State’s office
- ❖ he received a request for volunteers from the Kentucky Horse Park to assist with their gallery exhibition

Next Meeting Date: April 10th Board Retreat (We plan to hold a brief business meeting upon conclusion of the Retreat, rather than meeting again on our regularly scheduled April meeting date of April 13th)