

Midway Renaissance Board Minutes

March 25, 2008

Members Present: Randy Thomas, Sarah Rathbone, Mary Thoreson, John McDaniel, Dan Roller, Pam Thomas,

Members Absent: Mary Seeger, Bart Shockley, Diana Ratliff, Diana Queen and Tom Bozarth

Guests: Marcie Christensen

Agenda Item	Discussion	Action Taken/Needed
Minutes	Randy presented the February 26, 2008 Board minutes for approval.	John Moved and Dan seconded that the February 26 Board minutes be accepted.
Treasurers Report	In Bart's absence Randy provided the Board with the following closing bank statement information from February 29, 2008: <ul style="list-style-type: none"> • Midway Renaissance - \$5,775.24 (does not include recent checks to John McDaniel and Mike Hays) • Greenspace - \$2,176.34 (does not include invoice for \$29.72 Office Depot expenditures payable to Bob Rathbone) 	No action needed.
Francisco's Farm	<p>Marcie provided the board with a brief update. She said that at the end of the month, she will provide everyone with a monthly report in writing.</p> <p>Marcie reported that there was a Francisco's Farm "farm hands" night at WUKY during their last fund drive ... as a result of that effort, over 30 PSAs were earned or donated for Francisco's Farm. These PSAs are in addition to the PSAs that are provided by WUKY as a sponsor of the event.</p> <p>The next event is a pottery preview of Francisco's Farm at Holly Hill inn on tapas Tuesday on April 29th. Certain tapas plates will be available as part of the menu (food will be served on plates which the purchaser can keep). Pottery will also be on display and for sale. Francisco's Farm will get 50% as a gallery commission on anything sold. Some of the WUKY PSAs will be used to advertise this. Marcie wants to approach other restaurants to sponsor events related to Francisco's Farm. (Such as a "free parking pass" night).</p>	A motion was made by Mary and Seconded by Sarah to authorize Marcie and Pam to discuss insurance and indemnification with the college as reflected in the Minutes.

Agenda Item	Discussion	Action Taken/Needed
	<p>Marcie reported that Francisco’s Gallery will be “the artistic wealth of Woodford County”, including literary arts, visual arts, culinary arts and theatrical arts.</p> <p>Marcie is working on coordinating a Saturday night “shop hop” on June 21st with downtown merchants. Marcie is trying to work out something with the “slow food bluegrass” organization in relation to this as well as there is not enough capacity downtown to handle all of the potential diners who may stay around after the festival. The idea is an outdoor “slow food” eating event down by Honest Farm Market.</p> <p>During the festival, Bart Shockley (through Green’s) is going to provide a shuttle van for people wanting to travel between downtown and the college campus.</p> <p>Marcie noted that one of the concepts for the festival is promoting “green” - by the “slow foods” effort and selling canvas shopping bags. Nancy Barron and Associates are sponsoring the bags.</p> <p>Marcie shared Carol Bowle’s art design for the tee shirts and bags.</p> <p>Marcie informed the board that there will be a different layout this year for the festival. She thinks it could be the best layout yet and that it should be less confusing for people, and easier for visitors to make sure they see all artists.</p> <p>Pam discussed the provisions for the agreement proposed by the college regarding insurance and indemnification. John asked about the college getting a rider on their policy and Marcie said that Lyen Crews was supposed to be checking on that.</p> <p>Pam reported that the agreement is not final at this point and that board input on the two terms relating to insurance and indemnification. Marcie noted that it will be very difficult for Midway Renaissance to obtain insurance. The proposal that will be made to the college is that they determine from their insurance carrier whether a rider is required to protect the college during the festival, then the rider should be quoted and we will decide whether we can/will reimburse them for any part of that. The board decided that it is not comfortable with the suggested indemnification language for the agreement.</p>	

Agenda Item	Discussion	Action Taken/Needed
	<p>Marcie reported that the proposed contract includes only 5 college employees and that payment for the services are established in the agreement, which differs from last year and will save the even a substantial amount of money.</p>	
Greenspace Committee	<p>The committee discussed Arbor day. The city has not yet decided on a date and no plans have been made by Greenspace.</p> <p>The next Greenspace work day is April 12, originally the idea was that this could work for Arbor day, however because of the timing and the bare rooting process for trees this date won't work.</p> <p>Mary Seeger has talked to Bob Rathbone about making the yard in back of the church community space. The church would pay for trees and plantings and she has interest in Greenspace assisting with the effort.</p>	No action needed.
Website	<p>Randy would like to spend time talking about the website at the retreat. Marcie and Randy have learned a great deal about the existing website. Randy has talked to Mike Hays and Black Cat enterprises about the website.</p> <p>Marcie has volunteered to assist us in getting information on the website. Randy noted that there is no Renaissance presence on the website right now. Marcie reported that we have a contract with Black Cat, who will host and maintain the site. The fee that we pay annually includes any changes we want to make to the website. She noted that this is a great deal. He has asked that all information be funneled through one person. Marcie is willing to be the central point for information for the website. Randy said that we can discuss this further at the retreat. Marcie will develop some suggestions to discuss at the retreat on what we can get on the website now.</p> <p>The question is whether Renaissance should have a separate website when the city partners with the Chamber of Commerce on their website. Randy reported that the Chamber is developing a website and that that the city will pay \$2,000 to become a partner. The city has already voted to do this, however if the city wants to develop a separate website, the fee will be \$4,500 for the company to develop the city's "web presence".</p>	Marcie will develop some ideas about what we should have up on the website related to Renaissance soon.
Renaissance Calendar	Will discuss at the retreat.	
Recertification	Randy informed Board members that Midway Renaissance, Inc. has received official notification of accreditation as a 2008 National	

Agenda Item	Discussion	Action Taken/Needed
	Main Street Program. Randy thanked members for their efforts. Randy noted that if we do not have a Main Street manager in place by the end of May or beginning of June or we will lose our certification.	
Program Manager	<p>Dan mentioned that he saw an ad in the paper for Versailles to hire a main street manager. John reported that the Chamber of Commerce is partnering with Versailles to make that position full time, and that the same opportunity may be available for Midway.</p> <p>Randy reported that he has an e-mail from Mayor Bozarth indicating that he is exploring options regarding a Director of Downtown Development and Marketing.</p> <p>There was discussion about alternatives that Renaissance may pursue to find a Main Street Manager.</p>	
Renaissance Board Vacancy	Possible members to consider Joy Arnold, (Mary T will contact) Donna Farmer (Marcie will contact), Sarah Wilson (Pam T will contact)	
Renaissance Board Retreat	<p>Randy distributed a tentative agenda for the retreat. Tami Vater who is the Manager for Liberty-Casey County EDA will facilitate the meeting. Randy noted that if we are going to be a Main Street program we need to understand what that means, and that Tami will be able to help us with this.</p> <p>Randy noted that he wants for us to know by the end of the retreat what projects and ideas the board will pursue this year.</p>	
Renaissance Logo	Deferred	
What's in a Name?	Deferred	
Strategic Planning	Deferred	
Fundraising	Deferred	
Renaissance Committees	Deferred	
Tour de Tulip	Randy discussed planning for Tour de Tulip with the group. He reported that the planning is moving along well.	Sarah made a motion and Mary seconded the motion to authorize the expenditure of up to \$200 to support the Tour De Tulip. Motion was unanimously approved.
Meeting with Bluegrass Cycling Club	Randy reported that he met with the Bluegrass Cycling Club to develop a partnership. He noted that these are the types of things that need to happen within Renaissance to make things happen.	
City Council Newsletter	Randy reported that Renaissance has been asked to submit information for the city council newsletter. The newsletter will be sent every other month. Pam wrote an article about Renaissance,	

Agenda Item	Discussion	Action Taken/Needed
	Francisco's Farm and Greenspace for the first issue and submitted it to Shelia Redmond.	

Next Meeting Date: **The next regularly scheduled Board meeting will be April 22nd. The meeting will be at Pam and Randy's house at 6:00 p.m.**