

Midway Renaissance Board Minutes

May 18, 2010

6:30 p.m.

Becky Moore's House - 113 N. Winter Street, Midway, KY

Members Present: Pam Thomas, Becky Moore, Cecelia Gass, Blythe Jamieson, Joy Arnold

Members Absent: Randy Thomas, Mary Weese, Sarah Rathbone, Bob Rathbone, Phil Gerrow

Guests Present:

Main Street Manager: Marcie Christensen

Agenda Item	Discussion	Action Taken/Needed
Minutes from April, 2010	Minutes were not approved because a quorum was not present.	
Treasurers Report Renaissance Greenspace Francisco's Farm	<p>Sarah was not present so no Treasurer's report was provided for the Renaissance Accounts.</p> <p>Marcie reported that the Francisco's Farm balance as of the end of April was \$32,018.41. The amount includes a deposit of \$3,000 from Woodford Reserve for sponsorship of Francisco's Gallery. The primary expenses since the last report were Marcie's contract and advertising. Marcie also noted that she processed entry fees for the Renaissance Ride through Francisco's Farm so those revenues in and out are reflected in the Francisco's Farm bank account.</p>	
Managers Report	<p>Activities (As reported by Marcie)</p> <ul style="list-style-type: none">❖ Hosted a 'Meet the Artists' Event at Quirk Café on April 10 – encouraged other merchants to participate in Shop Hop and promoted the event beforehand – it was well attended & downtown was busy❖ Wrote weekly 100-word article published in Woodford Sun –1 promoting Renaissance Ride❖ Set up PayPal acct for Renaissance and online registration pages for Renaissance Ride<ul style="list-style-type: none">○ delivered thank you letters to those who contributed door prizes❖ Created a 'Midway Hospitality' page on FF website – promoting restaurants and shops – linked from home page – review – should I link from Renaissance page, too, or could easily create a Renaissance page with same content❖ Separated Powerpoint presentation from retreat into two – Renaissance History and Main Street Basics, and uploaded to web.	

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	<p>Also put up Secretary of State's Recommendations for Non-Profit Boards.</p> <ul style="list-style-type: none"> ❖ Designed bookmarks for Midway Merchants and had them printed – distributed some at PNC Versailles ribbon-cutting ceremony ❖ Trying to help Merchants submit application for Tourism Matching Funds.... ❖ Working w/ Chamber to get more Walking Brochures printed – slow going ❖ Designed signs for Merchants – ‘welcome’ – Renaissance Ride, Ride for the Red, and Horsey Hundred (need to remember to do one for FF) <ul style="list-style-type: none"> ○ Merchants changed plans re having a website for the WEG ❖ Met with Pattie Wilson – Woodford P&Z – to discuss plans for expansion of Historic District and issues with negligent property owners <ul style="list-style-type: none"> ○ She had appeared at a City Council meeting to inquire about their interest in expanding the district (they are generally in agreement) ○ She told Council they could expand ‘by the street’ or ‘altogether’ – they asked her to study that matter & come back to them with a recommendation. (She & I discussed and agreed the ‘altogether’ is the best approach) ○ Her intern already created an inventory of every property in Midway ○ We discussed the need for a Property Maintenance ordinance to be passed <i>before</i> an expansion of Historic District – I requested sample ordinances from other Main Street cities thru listserv (just today) ○ We discussed the necessity of mounting a campaign to educate property owners on the value of property maintenance and Historic District expansion prior to proposing any legislation. ○ She is researching the history of inspection on ‘the bad place’ – hasn’t gotten back to me yet ❖ Gave a presentation on Main Street program to Millersburg Pride – great fun – they’ve since rec’d a \$500,000 CDBG grant ❖ Attended May Merchants Meeting <ul style="list-style-type: none"> ○ Discussion of a ‘Midway Discount’ program – designing window clings ○ Discussion of downtown parking problems – emailed listserv (just today) for advice ○ Working on promotion of downtown for Horsey Hundred – table set-up at registration ○ Working on FF Saturday night and Merchants’ plans to offer 	

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	<p style="text-align: center;">artist breakfast</p> <p>Need Help With:</p> <ul style="list-style-type: none"> ❖ Working on Property Maintenance Ordinance & Expansion of Historic District ❖ Preliminary planning for the Bourbon Chase – October 22-23 – making Midway a ‘shining star’ – requesting 15-20 volunteers in Midway – working with the organizers to promote Midway <p>The group discussed the timeline for expansion of the historic district and passage of an ordinance requiring maintenance of properties. Prior to the ordinance, an education effort needs to be undertaken to explain the expansion of the historic district. It was decided that this initiative should be started after the election in November. Marcie needs assistance in planning the educational initiative. Marcie will make an inquiry on the list serve about successful educational efforts about the expansion of a historic district.</p>	
2010 Workplan [Draft]	Discussion on this topic was reserved until the next meeting. It was suggested that board members submit written comments/thoughts and suggestion to Randy on the plan and that the comments be discussed at the next meeting.	Members to submit written comments and suggestions to Randy before the next meeting to help move the process along
Board Member Vacancy	Discussion was had about identifying a new representative from the Midway merchants to serve on the board.	
Midway Renaissance Ride <ul style="list-style-type: none"> • Final Report 	Pam reported that the ride was a success despite threatening bad weather, The number of participants was likely down due to the weather, but everyone present really enjoyed the ride and was very complimentary about the whole thing. We will likely try to do another ride in the Fall. We netted someplace between \$200 and \$250 on the ride after purchasing signs and paying for the food.	
Horsey Hundred <ul style="list-style-type: none"> • Volunteer Needs 	Pam reported that we’re in good shape at the Midway rest stop.	
Francisco’s Farm Arts Committee	<p>Marcie distributed materials from the April Francisco’s Farm planning committee. With regard to the budget for Francisco’s Farm, Marcie reported that the Francisco’s Farm planning committee has been working on revising the budget in anticipation of reduced revenues. In reviewing the revised budget, Marcie noted that we already have revenues in excess of what were anticipated when the revised budget was prepared. We have \$500 more than anticipated from Woodford Reserve and did receive \$1,000 from the hospital that wasn’t expected. Marcie thinks that Nancy Barron will contribute \$2,500 and she is still working on Messer Construction.</p> <p>Marcie noted that we were way over budget on advertising in 2009, which resulted in some of the differential between the budgets for 2009 and 2010.</p>	<p>Marcie will work on letter than can be used to solicit individual donors.</p> <p>All members will try to recruit volunteers for Francisco’s Farm.</p>

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	<p>We may also qualify for reimbursement for advertising expenses from Tourism in June and the budget as currently drafted does not take this into account.</p> <p>Marcie reported that our Kroger card usage has slowed down, although several new cards were sold recently.</p> <p>The college agreed to allow 2 outside food vendors – the crab cakes and the Italian ice –they will be located to the right of the Ann Hart Raymond Center.</p> <p>There is still no signed contract with the college.</p> <p>The college will not reduce the amount of money that we pay to them for their staff, but they will allow use of the farm gate as the entrance for the festival.</p> <p>We will have an 8 passenger trolley available this year in addition to our golf carts.</p> <p>WLEX TV will have a booth and will have some TV personalities there as well.</p> <p>WUKY would also like a booth and will have some of their radio personalities there.</p> <p>Marcie reviewed the maps and proposed artist and vendor locations.</p> <p>Pam reported that we really need help recruiting volunteers at this point.</p> <p>Marcie asked for help generating more revenues, particularly from individual donors.</p>	
Greenspace Committee	<p>Bob was not present at the meeting but e-mailed his report. The Greenspace Committee will be starting the rain garden at the Christian Church on Thursday of this week. Bob was also able to get the rain barrels from last year’s public art project clear-coated free by Fortune Collision in Frankfort and those will soon be installed at the Presbyterian Church .</p>	
Living History Committee	<p>There was no report from the Living History Committee</p>	
Tourism Ambassadors	<p>Joy reported that she is working with Julie Schickel in scheduling the ambassador class on July 17th. Joy is working on registration issues and logistics. Marcie suggested that we could handle registration for people from Midway and then provide that information to the tourism people. They want at least 20 people for the session but they do not set an upper limit. We need to begin advertising and promoting the availability of the class. Joy will get Marcie information about the session and Marcie will send an e-mail blast to identified interested people. Phone calls will also be made to see if people are interested.</p>	

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Recognition of Al Cross and KY Journalism students	No discussion	

Added Item: We need to have a float or presence for the 4th of July Parade.

Next Meeting Date: Tuesday, June 15, 2010 @ 6:00 p.m. at 413 Mill Road