

Midway Renaissance Board Minutes

June 15, 2010

6:00 p.m.

413 Mill Road, Midway, KY

Members Present: Randy Thomas, Pam Thomas, Becky Moore, Bob Rathbone, Sarah Rathbone, Cecilia Gass, Joy Arnold, Blythe Jameison, Mary Weese

Members Absent: Phil Gerrow

Guests Present:

Main Street Manager: Marcie Christensen

Agenda Item	Discussion	Action Taken/Needed
Minutes from April 10, 2010 Minutes from May 18, 2010	Marcie noted that the April minutes need to be amended to reflect that the Power Point presentation from the planning session is available on the website rather than included in the Minutes. With this change, the minutes for April and May were approved as submitted by consensus.	
Treasurers Report Renaissance Greenspace Francisco's Farm	<p>Renaissance – Balance on the last bank statement was \$6,700.09. There were no expenditures</p> <p>Greenspace – Balance remains the same - \$1,921.52</p> <p>Francisco's Farm - Marcie reported that the Francisco's Farm balance as of today is \$21,530.46. Some Francisco's Farm revenue details:</p> <ul style="list-style-type: none"> • \$329 from the Kroger gift card program. The drawing for gift card users will be at volunteer orientation next Sunday – winner will receive a \$100 gift certificate for the festival. • Nancy Barron provided \$1,500 to sponsor the artist's awards. • We've received \$1,850 so far from "friends of the festival" (individual donors) to sponsor the music stage. • Ouita will be fully underwriting the cost of the artist's dinner – in the past, we have budgeted \$1,000 for this. 	Motion to approve treasurer's report made by Cecelia, seconded by Mary unanimously approved.
Managers Report	<p>NOTE FOR MANAGER AND COMMITTEE CHAIRS - Randy asked committee chairs to submit written reports to all members prior to the board meeting to reduce time spent reporting at the meeting, and to give board members notice regarding items that the board will need to act on at the meeting.</p> <p>Marcie submitted a written manager's report, which was e-mailed to board members last week. (Attached to minutes)</p>	

Agenda Item	Discussion	Action Taken/Needed
	<p>Action Request Items from Marcie's Report:</p> <ul style="list-style-type: none"> • Marcie asked for volunteers to work on a group to promote Midway as part of the Bourbon Chase, a running race that passes through Midway October 22nd and 23rd. Randy, Blythe, and Becky volunteered to assist with this task. • Marcie asked for assistance with the Renaissance presence in the Midway 4th of July parade. It was decided that we will use Randy's truck as our float and that flag bearers will be on the truck. We will still have the bucket brigade – parade begins at 5:30 at the firehouse. 	
2010 Work Plan [Draft]	<p>Randy noted that we have a good plan but we need to take action to make the plan operative by getting the committees together to develop action plans, time lines, etc.</p> <p>It was decided that we will use our existing committee structure to further develop the four points for the Main Street program, rather than establishing four new committees to be responsible for the four points.</p> <p>We will need to decide where to place responsibility for items that don't logically fit within one of our committees currently.</p> <p>Committees will prioritize among the items assigned to the committee and will report back to the board.</p> <p>Suggested Items to add to the plan:</p> <ul style="list-style-type: none"> • Establish a visitor center at the Thoroughbred Theater (Promotion) • Develop Board Books (organization) • Add Midway Museum to organizations we want to communicate with • Use technology to expand the walking tour • Add "and council members" everywhere "mayor" is mentioned • Buy a building downtown and renovate it (Marcie e-mailed this suggestion to Randy) 	Randy will review the action plan to identify and suggest committee responsibilities for the items included there where possible.
Board Member Vacancy	Randy reported that we still need to fill the Board vacancy created by Mary Thoreson's resignation. No nominations have been made at this time. Any suggestions for board members should be submitted to Randy	
Horsey Hundred	Randy thanked those who volunteered to assist with the Horsey Hundred. He noted that many of the riders returned to Midway in the evening for dinner and entertainment. The Bluegrass Cycling Club will be sending Midway Presbyterian Church a check for \$150. Members agreed that the Church was a great venue for the rest stop and hope to hold it there again next year.	
Francisco's Farm Arts Committee <ul style="list-style-type: none"> • Future of Francisco's Farm 	Marcie noted that reports were e-mailed in advance. She also reported that the subcommittee exploring the future of the festival has met and has consulted with various advisors and individuals about the future of the festival.	Pam made a motion that the board charge the Francisco's Farm Planning Committee

Agenda Item	Discussion	Action Taken/Needed
	<p>notebook that is distributed to people who sign up to participate in the ambassador training. Because there is a glitch with registering on line, Joy also distributed a flyer and application forms for people interested in participating in the program. Joy has also delivered copies of the application to many merchants and received a very positive response. The promotional piece encouraging people to sign up was also distributed earlier this week via e-mail, and is featured on our website.</p>	

Next Meeting Date: Tuesday, July 20, 2010 @ 6:00 p.m. at 413 Mill Road

Midway Renaissance Main Street Manager Report

Date: June 15, 2010

Prepared by: Marcie Christensen, Committee Chair

Report:

Manager activities since the last Board meeting included:

1. Design

- Researching Property Maintenance Ordinances in preparation for proposal to City Council
- R&D on plans to expand the Midway Historic District

2. Organization

- Attended monthly meeting of Midway Business Association

3. Promotion

- Wrote weekly 100-word article published in Woodford Sun
- Set up a 'Welcome to Midway' table at Horsey Hundred Registration & 'captained' Midway Rest Stop
- Prepared Midway's participation in the Main Street Challenge
- Developed web pages & promotion for Tourism Ambassador Training
- Ad designs & distribution for Francisco's Farm Arts Festival

4. Economic Development

- Working with Midway Business Association to develop a 'Midway Same-Day Discount' Program
- Researching downtown parking issues in other Main Street cities to find creative solutions

Board Action Needed (if any):

1. Manager requests Board recruit an ad hoc Committee to promote Midway through the Bourbon Chase – October 22-23.

2. Manager requests the Board recruit an ad hoc Committee to develop a Renaissance 'float' or other presence in the City's Third of July Parade.

Midway Renaissance Committee Report

Committee: Greenspace
Date: June 9, 2010
Prepared by: Bob Rathbone, Committee Chair

Report:

Committee activities since the last Board meeting included:

1. Digging the rain garden at the Midway Christian Church. We worked on May 20 and June 3 and completed the digging for the garden. Some plants were put in on June 3. Shooting Star Nursery donated 6 plants, which were planted last Saturday.
2. Rain barrels were delivered to the Midway Presbyterian Church, and the placement of the barrels was discussed. Mary and I met with the Church building/grounds person to discuss the barrel placement.
3. The Greenspace Committee met on Thursday, May 27 at the outdoor artist area in downtown Midway to discuss landscaping of the area. In addition to making recommendations for shrubs in certain areas, it was decided that Greenspace would “adopt” a small area and plant it with native species. It will also be maintained by Greenspace. We will meet again in the near future to devise a plan for the area that will be presented to Doug Farmer and Mary & Eric Thoreson.

Board Action Needed (if any):

Committee requests approval to reimburse Bob Rathbone for the registration fee only for his attendance at the Up By Roots Workshop, hosted by the International Society of Arboriculture, on June 18 in Columbus, OH.