

Midway Renaissance Board Minutes

July 14, 2009

6:00 p.m.

413 Mill Road, Midway, KY

Members Present: Randy Thomas, Pam Thomas, Bob Rathbone, Becky Moore, Sarah Rathbone

Members Absent: Diana Ratliff, Mary Weese, Mary Thoreson, Dan Roller, Joy Arnold, Phil Gerrow

Guests Present: Marcie Christensen

Agenda Item	Discussion	Action Taken/Needed
Minutes from June 16, 2009	Minutes could not be approved because of a lack of a quorum.	
Treasurers Report <ul style="list-style-type: none">• Renaissance• Greenspace• Francisco's Farm	Randy reported the following balances for the Renaissance accounts as of the end of June: <ul style="list-style-type: none">• Renaissance - \$9,714.95 (Deposit \$10 membership)• Greenspace - \$1,921.52 (reimbursement to R. Rathbone for \$11.84)• Francisco's Farm - \$25,247.47	Report not approved due to a lack of quorum.
Francisco's Farm Committee	<p>Marcie reported that the Francisco's Farm planning committee had a debriefing session last night. It was decided to use functional operational committees to plan for and work at the festival similar to the structure used the first two years, rather than having a planning committee meet every month. It was also decided to hold just one volunteer orientation session, and to involve the various functional committees in making the orientation more entertaining. Additional improvements include having the traffic/parking people on a different radio channel, and making improvements to the parking and gate functions.</p> <p>Marcie reported that Dr. Drake spoke with her during the event and expressed pleasure with the event, and said that he wanted to meet within 2 weeks to discuss planning for next year. Dr. Drake wanted to get feedback from members of his staff that were present before the meeting. Marcie told Dr. Drake that she would also have feedback reviewed and processed by then. Dr. Drake will contact Marcie when he is ready to meet. Dr. Drake told Marcie that the demolition of Starks Hall should not impact the 2010 festival, however he would like her to delay booth layout and setup as long as possible to make sure that everything is finished.</p> <p>Marcie has not yet completed the final financial analysis of the event, however she believes that the event overall did not make money, although she believes that it will at least break even, which should leave a balance of approximately</p>	

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	<p>\$18,000 to begin the 2010 festival.</p> <p>Marcie said that people reported lower sales than in the past, but there were no complaints about the level of sales.</p> <p>The attendance at the festival was estimated at nearly 9,000 people. The gate take was slightly lower than last year and there was no usable count of people from the gate.</p>	
<p>Midway Living History Committee</p> <ul style="list-style-type: none"> • Midway Pageant • Living History Day • Historic Walking Tour 	<p>Living history meeting for July was cancelled – Herman is out of town so there is nothing new about the pageant to report.</p> <p>November 7th will be the annual meeting with another presentation of the pageant, and hopefully the walking tour will be ready by then as well. Becky is talking with someone from Winchester about a cell phone walking tour that they've developed there to find out how it was done and what the costs are. Basically, each building on the tour is provided with a number and the number is dialed for people to learn about the building – Information is provided by the local community and is loaded on a website maintained by the company. The cost is \$100 per month. The person Becky talked to is Michael Ginniger, who operates Spatial Adventures Cell Phone Tours.</p> <p>Becky reported that the walking tour brochure committee (Becky Moore, Blythe Jameison, Helen Rentch, Bill and Leslie Penn and Brenda Jackson) asked Marcie to develop an estimate of the cost of producing a walking tour brochure to present to the Renaissance Board for possible funding. Blythe provided Marcie with copies of past walking tour brochures. Marcie provided a proposal to combine and coordinate past brochures and other information about various buildings in Midway into one transcribed document for \$350. Marcie could have this done by August, and could then make a proposal for preparation of a brochure. Becky will send a request to Renaissance Board members for approval to contract with Marcie to transcribe information for the brochure. Marcie can also add the information to the Midway Renaissance website.</p>	<p>Becky will e-mail board members to seek approval to accept Marcie's proposal to transcribe and organize information about historical properties that might be on the walking tour.</p>
<p>Greenspace Committee</p>	<p>The committee will meet tomorrow at the Women's Club to weed the rain garden. Marcie told Bob that the sign at the rain garden has the wrong website listed, and asked if he could ask if it could be corrected. Bob said he would ask.</p> <p>Bob reported that the tree walk was held and was a great success.</p> <p>A date will be determined at the meeting tomorrow evening for the creek walk to Wallace Station.</p>	

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	Marcie said that she is working on getting the rain barrels from the Francisco's Farm Art project top coated so they can be installed at the community garden.	
Community Arts Projects <ul style="list-style-type: none"> • Writer's Workshop 	Marcie is meeting tomorrow with Helen Rentch and Lauren Hill . The Theater Board may be interested in co-hosting the event. Crystal Wilkinson has moved back to Lexington but will still participate and assist with the event. She is a good facilitator and presenter and has connections with Kentucky artists.	
Partnership with Thoroughbred Theater	Nothing new to discuss.	
Community Arts Donation	<p>Randy told the board that Genie Graf sent an e-mail asking whether Francisco's Farm might do more to give back to the community in some way. Such a providing art classes for children or providing a piece of art for downtown or possibly the library. Marcie noted that Genie's question raises two points – the first being whether Francisco's Farm can/should be sponsoring other events in the community – Our desire to do this is one of the reasons why we changed the name of the committee to broaden the scope, and two, how we can get the word out about the existing benefits of Francisco's Farm to the community as there may be a misperception about the value of the festival as it currently exists. Randy said that he invited Genie to come and talk to the board if she has specific ideas.</p> <p>Randy said that when he became involved with Renaissance, Francisco's Farm was a separate entity and was not discussed as part of Renaissance. He wants to make sure that Francisco's Farm is viewed as part of Renaissance and that the issue is whether Renaissance is giving back, not whether Francisco's Farm is giving back. We need to make sure that people make the connection.</p> <p>It was suggested that we donate a pair of framed prints from the festival to the library if the library is interested in having them. Randy will discuss with Genie</p>	Randy will follow up with Genie.
Main Street Manager Position	Randy has not been contacted to discuss this, although there was an article in the paper indicating that discussions are occurring on some level.	
Old Midway Library Building	Marcie asked that the Renaissance Board request from the city the ability to use the old library building under the same terms the library had. She suggests this for several reasons – first, the quantity of items that Francisco's Farm owns that has to be stored in a temperature controlled environment – second, the building could also be used for a community space for various committee meetings and events and third, it would provide Renaissance with a physical location to operate from, which may allow Renaissance to generate more revenue. A discussion was had about the pros and cons of making a proposal and what information is necessary to consider a proposal.	<p>Randy will ask the board whether there is agreement to pursue this issue further</p> <p>Marcie will find out what the utility costs are</p>

Items not on the agenda:

- **Randy** reported that Renaissance has received official notification of our certification as a Nation Main Street Program.
- **Randy** advised that we have received an invoice for continued membership in National Main Street Network – the dues are \$250. Due to a lack of quorum no action was taken.
- **Randy** noted that we received a request for an update of contact information and asked **Marcie** if she was on the mailing list for the Kentucky Arts Council and she said that she is.
- **Randy** also noted that we have received a renewal form from the UK Nonprofit Leadership Institute – **Marcie** said that last year, Francisco’s Farm paid the dues on behalf of Renaissance. **Marcie** suggested that Renaissance not renew the membership because the membership fee only lets members attend events at a lesser fee – we can still attend events that we want to attend
- The Governor’s Conference on Local Issues will be held on Tuesday August 18 – **Randy** printed the sheet with the workshops listed and said that anyone interested in attending should let him know.

Next Meeting Date: August 18th (Bob’s birthday) at Pam and Randy’s house (413 Mill Road, Midway)