

# Midway Renaissance Board Minutes

August 18, 2009

6:00 p.m.

413 Mill Road, Midway, KY

Members Present: Randy Thomas, Becky Moore, Pam Thomas, Bob Rathbone, Dan Roller, Becky Moore, Joy Arnold

Members Absent: Mary Seeger, Sarah Rathbone, Mary Thoreson, Diana Ratliff, Phil Gerrow

Guests Present: Marcie Christensen, Grayson Vandergrift, Tom Bozarth

Agenda Item	Discussion	Action Taken/Needed
Minutes from June 16, 2009 Minutes from July 14, 2009	No discussion	<b>Minutes from June and July were approved unanimously as submitted.</b>
Treasurers Report <ul style="list-style-type: none"> <li>• Renaissance</li> <li>• Greenspace</li> <li>• Francisco's Farm</li> </ul>	<p>In Sarah's absence Randy reported a balance of \$9,480.36 as of July 31, 2009. Two checks totaling \$235.00 were written – one was for 2 months of web services and the other was to the Woodford Sun for advertising. Only receipts were \$.41 in interest.</p> <p>Randy reported a balance for Greenspace of \$1,921.52 as of July 31, 2009. No expenses or income reported for the month.</p> <p>Marcie reported a balance of \$11,891.54 as of today. This includes income from August but not revenues. The final financial report for the festival will be provided at the end of August.</p>	<b>Financial reports were unanimously approved.</b>
Francisco's Farm Committee	<p>Marcie reported that the Francisco's Farm planning committee met last night, and that the committee approved Marcie's proposed contracts for event coordination and promotion, which will begin September 1.</p> <p>Pam told the board that the Francisco's Farm Committee will be planning using a team approach, and that team members will be recruited to serve on the various planning teams.</p>	<p><b>Joy moved that the contracts be approved and the motion was seconded by Bob and approved unanimously.</b></p> <p><b>Marcie and Randy will execute the contracts.</b></p>
Midway Living History Committee <ul style="list-style-type: none"> <li>• Midway Pageant</li> <li>• Living History Day</li> <li>• Historic Walking Tour</li> </ul>	<p>Becky reported that the committee met and plans for the walking tour are well underway.</p> <p>Marcie has compiled all past walking tour documents into one document and Becky has assigned various review and duties to committee members to validate the information included in the report and get back to Marcie with correct information. Becky still needs assistance validating information about houses on Gratz Street included on the tour.</p>	

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	<p>Next meeting of the committee is September 8<sup>th</sup>. Annual meeting is November 14<sup>th</sup>. At the annual meeting there will be a treasure hunt and a reading of the pageant.</p>	
Greenspace Committee	Greenspace meets on August 18 <sup>th</sup> .	
<p>Community Arts Projects</p> <ul style="list-style-type: none"> <li>• Writer's Workshop</li> </ul>	<p>Marcie reported that Gurney Norman will present a workshop on Thursday, September 24<sup>th</sup> at Thoroughbred Theater. The cost for Gurney Norman will be \$500. Charges for the workshop and dinner will be \$15 each (tentative). The workshop can accept 10 – 15 people, with possibly 10 more people for dinner with Gurney Norman. Will be promoted in several venues and through several sources.</p> <p>The library has ordered multiple copies of Gurney Norman's books to have available before the workshop. Discussions are being held about possibly offering a couple of scholarships for high school students to attend the workshop and dinner.</p> <p>This will be the first of hopefully a quarterly event at the theater co-sponsored by Renaissance and the theater. Crystal Wilkinson and Ron Davis will be the next presenters, probably in February.</p> <p>Funds from Helen Rentch will be used to support these workshops and events in collaboration with the workshops.</p> <p>Questions that still need to be answered are how expenses and proceeds will be split between Renaissance and the theater.</p>	<p><b>Becky made a motion and Pam seconded the motion to pay \$500 for the Gurney Norman workshop. The board unanimously approved the motion.</b></p>
Collaboration with Midway Merchants	<p>Grayson Vandegrift attended the meeting to discuss collaboration between Renaissance and the Merchant's Association. Randy noted that part of the issue relating to communication and collaboration has been the lack of a manager who can attend both sets of meetings to provide a communications link. It was agreed that we all need to do a better job of communicating and collaborating.</p> <p>Joy asked if anyone is working on developing plans for 2010. Grayson responded that he sits on that committee, but it hasn't met in a few months.</p> <p>Joy suggested that communication with Paducah on how to handle planning for such a large event may be good as they host an international event every year where people rent out homes, and where the population of the community doubles during the event. Joy noted that planning needs to begin soon and actions taken to develop plans.</p>	

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	<p>Grayson told the board that the merchants are considering having a “shop hop” on Thursday evening September 3<sup>rd</sup> - He asked for Renaissance to assist. Board members had many ideas about how to collaborate, and how the two groups could work together to make the event a success. It was proposed that Renaissance would be able to find and pay for musicians. Becky will call realtors about the event, and Marcie asked Becky to ask them if she can put a more attractive display in some of the empty store fronts. Grayson expressed his appreciation and indicated he would be in touch with Randy about Sept. 3<sup>rd</sup> noting that a later date for a larger effort might be more appropriate (and allow additional time to plan).</p> <p>There was a general discussion about collaborating on the fall festival. Grayson will let us know how we can help.</p>	
Community Arts Donation	<p><b>From 7-14-09:</b> 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>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> <p><b>Update:</b> Time did not allow discussion. This item will be carried over to the September agenda.</p>	
Proposed City, Merchants, Renaissance Agreement to hire a Tourism Director	<p>Mayor Bozarth attended the meeting to talk to the board about hiring a person to promote Midway. Mayor Bozarth said that he believes that we have a lot to offer and a lot to market in Midway. He believes that the community has an opportunity to step up and hire someone who will focus on Midway to focus on downtown, coordinate events, and foster communication among the various entities working in Midway. Mayor Bozarth said that his proposal is for the city to contribute \$15,000 and for Renaissance and the Merchants to each contribute \$7,500. Mayor Bozarth said that the merchants have agreed to contribute \$4,000 with the option to contribute an additional \$1,000. Mayor Bozarth reported that the City Council approved an ordinance last night to create the position. It is anticipated that the person will work full time, and that the salary will be in the high 20’s with benefits. They are working on putting together a job description for the position.</p>	

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	<p>Grayson Vandergrift seconded Mayor Bozarth's comments about the benefits Midway has to offer and the need to promote Midway more effectively. He noted that many members of the business association were skeptical at first about the position, but that as they have talked through issues and discussed the position, they are more comfortable. The decision to contribute funding was passed by the Merchant's Association unanimously. The merchants have spent a lot on advertising, but Grayson believes that having a person working on behalf of the community will be more effective.</p> <p>Marcie asked Mayor Bozarth whether the city is considering hiring a Main Street Manager. Mayor Bozarth said that the intent was to hire a "Destination Midway Manager" and that Midway needs a person who will do more and different things. Mayor Bozarth said that he doesn't understand why the state doesn't suspend the requirement that cities like Midway have a part time manager until the economy improves.</p> <p>Grayson noted that there is no funding in the Main Street Program now and there probably will not be in the future. Marcie confirmed that there is no state money available for 2010, but that there will be CDBG funds that Renaissance programs will have priority in receiving.</p> <p>Becky commented that there is great value in maintaining our status as a Certified Main Street Program, from participation in the broad network of Main Street Managers to being part of a prestigious program that has been in existence for 30 years</p> <p>Joy commented that based on her experience, the position should be clearly defined, with the chain of command clearly identified before advertising for the position so that everyone is clear about expectations and responsibilities.</p> <p>Dan asked whether there is a rough draft of the job description. Mayor Bozarth responded that he would provide a draft of the job description to the board.</p> <p>Grayson noted the importance of Midway making decisions about Midway rather than letting decisions be dictated or directed by others.</p> <p>Dan asked about plans regarding lodging in the Midway area and about the funding available to Woodford County through the lodging taxes.</p> <p>It was decided that the board will further discuss and consider the request at the next Board meeting.</p>	
Old Midway Library Building	<b>From 7-14-09:</b> Marcie asked that the Renaissance Board request from the city	

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	<p>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> <p><b>Update:</b> Not discussed and will be carried over to the next meeting.</p>	

**Next Meeting Date: Tuesday, September 15 @ 6:00 p.m. at Randy and Pam’s house.**