

Midway Renaissance Board Minutes
 September 28, 2010
 6:00 p.m.
 413 Mill Road, Midway, KY

Members Present: Pam Thomas, Randy Thomas, Phil Gerrow, Cecelia Gass, Becky Moore, Joy Arnold, Bob Rathbone

Members Absent: Blythe Jamieson, Mary Weese, Sarah Rathbone

Guests Present:

Main Street Manager: Marcie Christensen

Agenda Item	Discussion	Action Taken/Needed
Minutes from August 24, 2010	The minutes from the August 24, 2010 meeting were mailed in advance.	Approved by consensus
Treasurers Report <ul style="list-style-type: none"> • Renaissance • Greenspace • Francisco's Farm 	Renaissance - The account balance was \$6,133.97 as of August 31, 2010. Expenses of \$500 to Silas House and \$175 to City of Winchester for Advertising. Receipts of \$12.29. Greenspace - Account balance was \$1,672.14 as of August 31, 2010. No expenditures. Receipt of \$15.00 Francisco's Farm balance as of 8/31 was \$4,569.85. Approximately \$4,700 in accounts receivable. Accounts payable are \$3,854.77, the bulk of which is for the college.	Motion by Phil seconded by Joy, approved unanimously
Manager's Report	Marcie's report was sent in advance and is attached to the minutes. There were no questions about the report. The report requested action by the board to approve the printing of additional walking tour brochures in the amount of \$100.	Motion by Becky seconded by Bob approved unanimously
Market Study	Randy noted that Marcie distributed a draft of the RFP for the market study to the board prior to the meeting and that feedback was provided to Marcie . The study must be completed within 12 months of execution of the agreement. The board discussed the timeframe for completion of the study and whether it should be extended. Completion date will be extended to August 1. Marcie has 4 firms to send the RFP to and it was decided not to put an ad in the newspaper, but that we would send a press release and Marcie will write about it in the Midway column.	Joy made a motion to approve the RFP, seconded by Becky approved unanimously
Proposed Welcome Center	From 8-24-10: Blythe reported that she and Randy met with Jim and John McDaniel to discuss a proposed Welcome Center at the Thoroughbred Theater. The initial proposal is to staff the Welcome Center from 10-4 on Saturdays. Blythe agreed to serve as the volunteer coordinator to identify people to staff the center. The initial goal would be to operate the Welcome Center from September 18 (fall	

Agenda Item	Discussion	Action Taken/Needed
	<p>festival) through the end of the year and then evaluate the effectiveness and whether/how to continue it. Volunteers will be asked to serve a 2 hour shift once a month through December. There will be a brief training session for the volunteers and various promotional items will be available. Blythe suggested purchasing flags and using a sandwich board to provide information about the center and its hours and to let people know the center is open. Randy suggested that we budget some amount of money to support the operation of the Welcome Center.</p> <p>Update: The welcome center will not be pursued at this time. The board thanked Blythe for her hard work on this initiative.</p>	
2010 Work plan	<p>Randy noted that the board will need to revisit the work plan to narrow our priorities for this year. We also need to discuss the future of Renaissance and what we want to be.</p>	
Liability Insurance Coverage	<p>From 8-24-10: Randy informed the board that he has received a letter from the city indicating that as of July 1, 2010, the Renaissance Board is no longer covered by the city officers and directors liability policy. The Board requested additional information, including the estimated amount of the premium to obtain a policy, the liabilities covered, and the extent of coverage provided.</p> <p>Update: This will be continued on the next agenda. Pam will check on prices for coverage</p>	<p>Marcie will ask the Heritage Council for any information they may have and will post it on the listserv.</p>
Board Member Vacancy	<p>Joy spoke with Ken, the owner of the new pharmacy in Midway. He and his wife would like to be involved in Renaissance and have agreed that one of them would serve on the board if elected. This topic will be discussed further at the next meeting.</p> <p>Randy reported that Mary Seeger has indicated that she will not run again, but she will try to find a recommended replacement.</p>	
Francisco's Farm Arts Committee	<p>Report was mailed in advance and is incorporated as an attachment.</p> <p>Requested action item: Marcie requested that Renaissance approve a loan to Francisco's Farm in the amount of \$3,000 to cover expenses until revenues come in.</p>	<p>Joy made a motion to approve a \$3,000 loan to Francisco's Farm motion seconded by Phil approved unanimously.</p>
Greenspace Committee	<p>Report was mailed in advance and is incorporated as an attachment.</p>	
Living History Committee	<p>Becky reported that Living History day will be on October 30th. Steele Davis will receive the Living History award at 2 pm. Becky needs ideas from the board about what to give Mr. Davis. The board approved the expenditure of up to \$100 to recognize Mr. Davis. Becky has requested city hall as the location for the event. The event for the day is a sanctuary tour highlighting the African American churches. Becky also requested funds for Marcie to prepare a handout /brochure for the day.</p>	

Midway Renaissance Main Street Manager Report

Date: September 22, 2010

Prepared by: Marcie Christensen

Report:

Manager activities since the last Board meeting included:

1. Design

- Reviewed John McDaniel's draft of letter to Mayor and Council seeking action on dilapidated building at 116 East Main and advised Midway Business Association members that Renaissance board would consider a request for support of their letter. (No request has been made to date.)

2. Organization

- Attended monthly meeting of Midway Business Association & distributed report
- Worked with Board members to complete revisions to RFP & with Heritage Council to get list of firms to receive RFP

3. Promotion

- Attended Regional Main Street Managers meetings in Frankfort on August 27 & hosted a meeting in Midway on September 9th
- Wrote 4 weekly 100-word articles published in Woodford Sun
- Arranged for flyer promoting Midway (paid for by MBA) for Bourbon Chase – work on logistics continues.
- Multiple reviews & finalization of TV commercial for Historic Downtowns of the Bluegrass, expansion of web pages for project (www.BluegrassDowntowns.com)
- Wrote Renaissance article for Midway Matters newsletter
- Extensive updates to www.MidwayRenaissance.org
- Designing sign for rain garden at Midway Christian Church (held up due to lack of logo – just rec'd this week so will proceed)

4. Economic Development (continuing)

- Delivered window clings to most merchants for their 'Midway Same-Day Discount' Program – need to order more clings and visit a few more merchants.

Board Action Needed (if any):

Request the Board approve the expenditure of funds to reprint 'A Walk in Midway'.

Printing quote is \$100 for 100 copies.

Midway Renaissance Committee Report

Committee: Greenspace
Date: September 27, 2010
Prepared by: Bob Rathbone

Report:

On Thursday September 23rd we planted 24 plants at the outdoor artist area downtown. The plants were purchased by the Greenspace Committee.

Midway Renaissance Committee Report

Committee: Francisco's Farm Arts
Date: September 22, 2010
Prepared by: Marcie Christensen, Committee Chair

Report:

Committee activities since the last Board meeting included:

1. Future of Francisco's Farm - update

Received a draft contract from Equus Run which required much revision (with extensive help from Pam). Revised contract now in the hands of ERV attorney and we should have it back with their changes by the end of this week.

Worked with Harvey Couch to create a video appeal for Big Ass Fans sponsorship – to be delivered next week. Their corporate sponsorship committee meets at the end of each month.

2. Budget

Balance in accounts on 8/31/2010 was \$4,569.85. We have Accounts Receivable of \$4,781.98 (including our request for \$4,754.48 in Tourism Matching Funds – which may or may not all be approved – check will arrive this week). Total Accounts Payable through 8/31 equals approximately \$3,854.77 – we received the invoice from the College just this week (security, housekeeping, & supervisor @ \$3,160 and artists' breakfasts @ \$651.75) and will pay it next week. We have expended \$1,215 in advertising for the 2011 event and nearly \$2,000 (in September) on EC Contract. We may need a 'bridge loan' to cover EC Contract after mid-October.

3. Organization/Promotion

Francisco's Farm Arts Night on WUKY scheduled for Sept 23rd.
Wrote blurb for Woodford Sun encouraging voting for Top 10 at AmericanStyle.com

Financial and Narrative Reports are available on request – Planning Committee did not meet in August – will meet on Tuesday, Sept 28th after Board meeting

Board Action Needed (if any):

At this time last year the Board approved a loan to the Francisco's Farm Arts Committee in the amount of up to \$5,000(?) in order to keep paying the Event Coordinator until funds were received from artist fees and sponsorships. The loan was not needed so never taken, but I would request the Board approve the loan of up to \$3,000 at this time in case it is needed between October and November.