

# Midway Renaissance Board Minutes

January 19, 2010

6:00 p.m.

413 Mill Road, Midway, KY

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

Members Absent: Sarah Rathbone, Mary Thoreson

Guests Present: Marcie Christensen, Tami Vater and John McDaniel

Main Street Manager: Marcie Christensen

Agenda Item	Discussion	Action Taken/Needed
Minutes from December 15, 2009	The minutes were sent to Board members prior to the meeting. No further discussion was needed.	<b>Minutes were approved by consensus.</b>
<p>Treasurers Report Renaissance</p> <p>Greenspace</p> <p>Francisco's Farm</p>	<p><b>Sarah</b> was unable to attend, but sent a Treasurer's report to each member via email prior to the Board meeting. The balance in the Renaissance account as of December 31, 2009 was \$7,644.74. Credits to the account were \$168.34 and debits were \$1,170.17.</p> <p>Greenspace had a balance of \$1,921.52 as of December 31, 2009 with no credits or debits to the account. United Bank will no longer send a monthly statement unless there is account activity.</p> <p><b>Blythe</b> asked if the current balances reflect historical balances at this time of year. <b>Randy</b> responded that they do, and <b>Pam</b> noted that we do have additional funds from Helen Rentch's targeted donation from last year.</p> <p><b>Marcie</b> reported a combined savings and checking balance of \$426.90 as of December 31, 2009. <b>Marcie</b> reported that she is anticipating \$3,000 in application fee revenues in January with an equal amount of expenses. She expects \$37,000 in revenue in February with \$27,000 in booth fees and \$10,000 from PNC as lead sponsor. <b>Marcie</b> asked if Renaissance would loan, short term up to \$2,500 to Francisco's Farm until the February revenues are received. <b>Marcie</b> anticipates that any borrowed funds will be returned by March 1. <b>Joy</b> made a motion <b>Phil</b> seconded that up to \$2,500 be loaned to Francisco's Farm with \$1,500 transferred now and the ability to draw an additional \$1,000 if needed.</p>	<p><b>Becky moved acceptance of treasurer's report seconded by Cecelia approved unanimously.</b></p> <p><b>Joy moved and Phil seconded that a short term loan be made to Francisco's Farm for up to \$2,500. Motion was unanimously approved.</b></p>
2010 Certification	<b>Randy</b> provided an overview of the 2010 Kentucky Main Street Certification Application which is due no later than Monday, February 15, 2010. The	<b>Blythe moved that members volunteering to serve as</b>

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	<p>application process is significantly streamlined this year and consists of an Excel spreadsheet that asks for contact information and 2008 and 2009 reinvestment statistics. New this year is a request for contact information for the Chairs of the four required Main Street Programs Committees: Organization; Design, Promotion; and Economic Restructuring.</p> <p>Additionally, the Mayor, the Board President and the Main Street Manager need to sign and return the Annual Letter of Commitment. <b>Randy</b> advised that he sent <b>Mayor Bozarth</b> an email requesting that the City (<b>Phyllis</b>) assist by providing the reinvestment statistics requested. <b>Randy</b> also asked him to sign the Annual Letter of Commitment.</p> <p><b>Randy</b> noted that we still need to prepare a budget even though we are not required to submit a budget as part of the application.</p> <p><b>Tami</b> suggested that we go ahead and prepare the work plan and other documents that have been required in the past just in case it turns out that they are necessary. Several members also noted that preparing the plan is a good process to go through regardless.</p> <p><b>Becky</b> volunteered to chair the Design Committee, <b>Marcie</b> volunteered to serve as the Promotion Committee chair, <b>Pam</b> volunteered to chair the Organizational Committee, and <b>Phil</b> volunteered to chair the Economic Restructuring Committee.</p> <p><b>Randy</b> reminded the Board that <b>Marcie</b> is currently serving as our Main Street Manager on a temporary basis, and that we need to address this issue going forward. <b>Marcie</b> volunteered to step into the role, but this is not a long term solution as it is currently funded. We need to find a solution for a Main Street Manager long term.</p>	<p><b>committee chairs be approved. Seconded by Cecelia, approved unanimously.</b></p>
<p>Tami Vater – Woodford County Chamber of Commerce</p>	<p>Tami provided the board members with a summary of her background with the main street program, including her status as a certified main street manager. Tami noted that she has been involved in city, county, and state government for her entire career. She has been with the Chamber for a little more than a year. Tami noted that there have been many changes at the Chamber this year with staff and organization, and that she believes that they are now in a position to move forward.</p> <p>Tami reported that the Chamber has revised its website and that the website is available to advertise upcoming events for Midway and Midway Renaissance free of charge. She noted that the website is evolving and that they will continue to improve the site.</p>	

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	<p><b>Tami</b> reviewed the types of programs that the Chamber will offer to businesses in Woodford County. She said that chamber lunches have been scheduled for the upcoming year and that information about the luncheons and other activities can be found at Woodfordcountyinfo.com.</p> <p><b>Tami</b> said that Midway will be well represented through the Chamber and that she recognizes Midway as a tourist destination and that they will work to further promote Midway. <b>Tami</b> told the board that they printed 10,000 brochures in August and they ran out in December. The printing was provided by free for a printer in Georgetown. The Chamber is in the process of doing another printing which will cost approximately \$1,000.</p> <p><b>Tami</b> reported that there is a new annual magazine called Woodford Life that was recently published. 3,000 copies were provided free of charge. Midway College is featured on the cover and the magazine focuses on tourism.</p> <p><b>Tami</b> noted that the Chamber has been impacted by the recession, and that they are working now with 1 full time person and one part time person, which is a loss of one full time position.</p> <p><b>Pam</b> asked about plans for the World Games in Woodford County. <b>Tami</b> reported that the tourism commission is involved and some other individuals are as well. The Woodford County tourism commission is at a disadvantage because of the low number of room nights, which translates into less money for advertising. There are no specific large events planned for Woodford County beyond what is already here, which will be promoted. The Chamber is involved with the Bluegrass Region to be involved at that exhibit at the World Games.</p> <p><b>Becky</b> asked about shuttles and parking for the World Games. <b>Tami</b> responded that the issue is still up in the air but should be resolved soon. She anticipates that there will be a meeting soon to discuss the issue.</p> <p>The Chamber will change their by-laws to allow more input from groups like Midway Renaissance and other community organizations.</p> <p><b>Randy</b> asked whether <b>Tami</b> has any idea how Renaissance could be more involved with planning for the Games. <b>Tami</b> suggested that <b>Tami</b>, <b>John</b>, as president of the Business Association, and <b>Randy</b> collaborate to be ready as volunteer opportunities come up. <b>Tami</b> noted that the Lexington Convention and Visitors Bureau offers classes for volunteers to be certified as an ambassador. Being certified involves attending a 4 hour class, taking a test and paying a \$25 fee. It is possible that we could get them to provide a</p>	

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	<p>training class in Midway so that people can be certified as ambassadors.</p> <p>Tami suggested that we look for partnerships and ways to collaborate in the future. She reported that the tourism commission just finished a market plan and that the focus is on family fun, bourbon, history and horses. Marcie asked if the market plan can be shared with Renaissance. Tami said that it could and that they have just begun to look at the plan.</p> <p><b>Tami</b> asked anyone who is not on the Chamber e-mail list who wants to be to provide contact information to Randy.</p> <p><b>Blythe</b> asked about what may be the outcome of meetings that <b>Tami, Randy</b> and <b>John</b> might have. <b>Tami</b> responded that there may be coordination of volunteers for various activities and roles. <b>Tami</b> indicated that their most immediate need is help financing and supporting a printed piece about Woodford County, Versailles and Midway.</p>	
John McDaniel – Midway Business Association	<p><b>John</b> commended <b>Tami</b> for working hard to bridge the historic rift between Midway and Versailles. <b>John</b> noted that both communities have many new people who do not have the history and that this will also help to bridge the gap.</p> <p><b>John</b> suggested that we have another session to develop a strategic plan. <b>Pam</b> suggested that the session involve both Renaissance and the Merchant’s Association, and <b>John</b> agreed that this would be a good idea.</p> <p><b>Randy</b> said that he would like to see collaborative planning between Renaissance and the Merchants where we have something in Midway every month.</p> <p>There was a general discussion about different opportunities for Midway to offer events and promote Midway. <b>John</b> said he would like to develop a theme for each month.</p> <p><b>John</b> thanked <b>Marcie</b> for her assistance with many things over the past several months.</p>	<p><b>Randy and Becky to continue to have informal monthly meetings with John to discuss Renaissance and Midway Business Association collaboration.</b></p>
Renaissance Website	<p><b>Marcie</b> reported that she had a contact from a company who would like to have a paid ad on the Renaissance website. <b>Marcie</b> described the ad as a text link ... the contact wants to place the link on the Tour de Tulip page. They will pay \$100 per year for this. The link is for a mobile broad band company located in England.</p> <p>It was noted that we do not have any guidelines for this type of advertising and that we should before we accept any offers to place advertising on our</p>	

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	<p>website. <b>Tami</b> noted that we need to be careful about accepting advertising in relation to our tax exempt status and allowing items that are unrelated.</p> <p>It was determined that we need to have a policy before we accept or solicit any advertisements on our website, and that we will therefore turn down this offer.</p>	
Francisco's Farm Arts Committee	<p><b>Marcie</b> noted that the committee reports for Francisco's Farm were e-mailed to members prior to the meeting.</p> <p><b>Marcie</b> reported that the next event in the Midway Arts series will be on March 13<sup>th</sup> – Crystal Wilkinson and Ron Davis will present “Living the Artist Life”. Crystal will do a workshop and reading and Ron will display his work. Marcie is working on a couple of gallery showings in Midway before the event. She is getting ready to begin promotions.</p> <p>The Kentucky Trust for Historic Preservation (thekentuckytrust.org) will be doing a count of structures on the Historic Register in the spring in Woodford County and would like some assistance from volunteers in this effort. <b>Marcie</b> will get additional information and will report back. <b>Phil</b> will meet with <b>Marcie</b> and Bob Polsgrove to discuss.</p> <p><b>Tami</b> noted that the merchants have a true concern about the fact that many of the buildings downtown continue to deteriorate and what can be done to address these issues.</p>	
Greenspace Committee	<p><b>Bob</b> reported no new news from Greenspace.</p>	
Living History Committee	<p><b>Marcie</b> and <b>Blythe</b> distributed the historic tour books and need input about where to go next with the distribution. Some merchants paid for the books while others will collect the money and remit it after the sale of the book.</p> <p><b>Blythe</b> noted that if the merchants don't believe the books are valuable, or if they aren't willing to promote/distribute the booklets there really isn't a good way to get them out. She asked <b>John</b> if he could find out from the merchants whether they think the booklets are valuable.</p> <p><b>John</b> suggested that we get sponsors instead, rather than charging people to have a copy of the booklet.</p> <p><b>Tami</b> said that they can print the booklets in the chamber office if there is someone to fold and staple the booklets as long as the volume can be controlled. She believes that the booklet would be a wonderful marketing tool for them to use. <b>John</b> said that they can also print some copies at the theater.</p> <p><b>Tami</b> asked how much cost needs to be recovered. <b>Marcie</b> responded that the cost is someplace around \$300. <b>Tami</b> suggested that we approach the</p>	

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	<p>Woodford Tourist Commission to see if they can cover some of the costs so that the brochures can be distributed free of charge. <b>Marcie</b> will follow up with <b>Tami</b>.</p> <p><b>Phil</b> suggested that the Chamber might be a good place to distribute the booklets. <b>Tami</b> suggested distribution of the book for a suggested dollar donation.</p> <p>It was decided to get more traction with the current booklet before talking about expanding it.</p>	
<p>ITN America Meeting</p> <p>Recognition of Al Cross and KY Journalism students</p>	<p><b>Joy</b> attended a meeting on behalf of Renaissance with people from a Lexington organization called Bluegrass ITN America. ITN American arranges volunteers to drive elderly people and visually impaired individuals to places they need to go. The recipients pay for the service and volunteers are reimbursed for mileage, etc. There will be a public forum to determine if Midway is interested in partnering with the Lexington group. <b>Joy</b> said that she doesn't really see any place for Renaissance to be involved in this initiative other than possibly distributing information about the program to our mailing list.</p> <p><b>Joy</b> suggested that Al Cross and his journalism class should be recognized for the work that they have done in covering Midway. It was agreed that this is a good idea and we will discuss it further at our next meeting. <b>Randy</b> and <b>Joy</b> will work with <b>John</b> on developing some ideas.</p>	

**Next Meeting Date: Tuesday, February 16, 2010 @ 6:00 p.m. at Randy & Pam's house (413 Mill Road, Midway)**