

Midway Renaissance Board Minutes

January 25, 2011

6:00 p.m.

413 Mill Road (Randy & Pam's House), Midway, KY

Members Present: Pam Thomas, Randy Thomas, Judy Stallons, Ceclia Gass, Becky Moore, Bob Rathbone, Joy Arnold

Members Absent: Sarah Rathbone, Phil Gerrow

Guests Present:

Main Street Manager: Marcie Christensen

Agenda Item	Discussion	Action Taken/Needed
Minutes from December 21, 2010	Approved by consensus	
Treasurers Report <ul style="list-style-type: none">RenaissanceGreenspaceFrancisco's Farm	<p>Sarah submitted the following written report:</p> <p>The balance in the Renaissance account is 3,754.45. We had two deposits this month. One of \$30.00 The other \$55.00. These were membership dues (\$60.00) and (\$25.00) brochure sales. The cashed checks were to Woodford Historical Society for \$50.00 (donation), \$100.00 to Heirloom (thank you for financial bookkeeping), 197.88 to Marcie</p> <p>Green space stays the same as the weather. Balance is \$1555.19.</p>	Motion made by Bob, seconded by Cecelia to approve the treasurer's report. Approved unanimously.
Manager's Report	<p>Manager's Report – Written report submitted prior to the meeting and attached to these minutes.</p> <p>Marcie asked for approval of the expenditure of \$125 for Midway's share of a commercial promoting downtowns. Motion to approve by Joy, seconded by Randy. Bob asked that advertising of this type be considered as part of the market study – The question is whether this type of advertising effective for Midway? Unanimously approved.</p> <p>Marcie also requested approval of \$12.82 to purchase 24 "love your downtown" buttons . Joy made a motion that we authorize the purchase of 24 buttons, seconded by Bob, approved unanimously.</p> <p>Marcie reported that she needs to provide some historical documents to the consultant. She asked for approval of the expenditure of \$100 to get documents scanned and converted to PDFs. Kentucky Dept of Libraries and Archives will scan up to 500 pages for \$75. Joy made a motion to approve the expenditure the motion was seconded by Becky and approved unanimously.</p>	

Agenda Item	Discussion	Action Taken/Needed
Market Study	<p>Randy thanked those who participated in the proposal review. He said that he is very pleased with the selection of CLUE as the contractor. Randy noted that there were several very strong proposals submitted. Marcie and Randy held a phone meeting with Josh Bloom from CLUE last week. CLUE forwarded an agreement for consideration and signature. Cecelia made a motion to approve the contract. The motion was seconded by Joy and approved unanimously. The first visit by the consultants will be March 7. The consultant will be in town for 3 days and will be meeting with various stakeholders in Midway. There will be a public forum on March 7 to kick off the market study and to explain the project to community members. There will also be smaller meetings with various groups during the same visit. Marcie will be sending the consultant background information before the site visit. Cecelia asked whether the merchants are aware of the plans and Marcie responded that they are. Randy reminded the board that we will have other obligations to fulfill relating to the market study that will require some volunteer time. Marcie will update the market study page with all of the information available at this time.</p>	
2011 Main Street Certification	<p>Main Street Survey – Randy noted that the draft survey that he and Marcie completed was e-mailed to board members prior to the meeting. For the benefit of new board members, Randy briefly reviewed the process in place before and the purpose of the survey. The purpose of the survey is to identify communities eligible to apply for certification. Following submission of the survey, the Heritage Council will identify communities eligible to apply and to follow up. Randy is going to prepare a packet of information for council members as requested by Mayor Bozarth and will be present at the Council meeting to answer any questions. The board discussed compiling reinvestment statistics and where that information will come from. Marcie noted that the city has provided this information in the past. This year, Becky has volunteered to contact some businesses that have made new investments or renovation to assist Phyllis in compiling this information. There were no questions about the draft survey. The survey is due 1 week from Friday. Randy noted that the board needs to discuss the future of Renaissance in the near future to decide what we want to be and what direction we want to take. Randy recognized that the services provided by Marcie without pay have enabled us to progress and proceed as we have, but that the current situation is not sustainable.</p>	
Liability Insurance Coverage	<p>Pam made a motion that we not purchase officers and directors liability insurance at this time. Motion was seconded by Judy and approved unanimously.</p>	
Francisco's Farm Arts Committee	<p>See attached written report. Marcie noted one corrective item that needs to be moved from the Francisco's Farm report to the Manager's report.</p>	
Greenspace Committee	<p>See attached written report. Bob would like to establish a date in May for a workshop. Bob will explore May 21st as a possible date.</p>	
Living History Committee	<p>See attached written report. Becky reported that the next meeting will be February 8th. This will be a combined meeting of the Living History Committee and the</p>	

Agenda Item	Discussion	Action Taken/Needed
	Museum Board.	

Board Resignation - Randy announced that Blythe Jamieson has resigned from the board due to other responsibilities and time commitments.

Next Meeting Date: Tuesday, February 15, 2011 @ 6:00 p.m.

Midway Renaissance Main Street Manager Report

Date: January 20, 2011
Prepared by: Marcie Christensen

Manager activities since the December 19 report included:

1. Design - No activity

2. Organization

- Attended monthly meeting of Midway Business Association & distributed report
- Started work on the survey required by Heritage Council for Main Street program recertification

3. Promotion

- Wrote weekly 100-word articles published in Woodford Sun – topics included Market Study updates, 3/50 Project, Big Ass Fans as Climate Sponsor for Francisco's Farm, Midway Messenger, and Bluegrass Main Street Managers promotion of February as 'Love Your Downtown' month
- Promoted Small Business Saturday's continuation through end of 2010, on Facebook and to Midway Business Association

4. Economic Development

- Prepped for Market Study Committee review of consultant proposals, contacted references for each and shared responses via web page developed for document access, participated in Committee review to select consultant, corresponded with selected consultant and sent notification to all those not selected. Participated in initial telephone conference with selected consultant and began assembly of background documents required by consultant.
- Corresponded with Frank Fletcher at Midway College, whose MBA students are assembling a variety of planning documents created over the last ten years in order to formulate a comparison report for the Woodford County Economic Summit group – now operating as 'Woodford Tomorrow'. Provided 'Midway Renaissance Action Plan 2000' for inclusion.
- Missed the Bluegrass Regional Main Street Managers' meeting on 1/14 (out of town) and participated in follow-up – revisions to www.BluegrassDowntowns.com website, sent notes about February's promotion to Midway Business Association to request input for promotions, working on a 'Home and Garden Tour' in Midway on May 21 which will be a fundraiser for the regional tourism initiative (to help fund regional advertising).
- Additional distributions to Midway Business Association members –
 - Bowling Green's downtown promotion, as example that could be adapted here
 - Link to Renaissance 'Facebook News' page for merchants who don't use the app – page updated with resources for social networking

Board action requested

The regional Main Street Managers have contracted with WTVQ-Channel 36 to produce television commercials to run in February, promoting a 'Love Your Downtown' campaign, and driving traffic to www.BluegrassDowntowns.com. **I request the Board approve the expenditure of \$125** for Midway's participation in the commercials. I have asked the Midway Business Association to share the cost so the outlay may only be half what I'm requesting of the Board. The regional initiative is also purchasing heart-shaped buttons that say "I Love Downtown" at 53 cents apiece, and I've ordered two dozen. **I'm requesting the Board approve the expenditure of \$12.82** to cover my commitment, unless they'd like to order more buttons, then I'm requesting an expenditure to cover all buttons our board wants. (Have requested the same of the Midway Business Association.)

Midway Renaissance Committee Report

Committee: Greenspace
Date: January 24, 2011
Prepared by: Bob Rathbone

Report:

I am still trying to schedule the workshop on trees in the urban landscape for this Spring. Sarah contacted the library about it and they are very excited to help host it. I am trying to schedule a date in May when Bill Fountain and Dave Leonard are available (they were not available in April). Our next Greenspace meeting will occur on January 26 at the Midway Christian Church. The main topic for discussion will be the possible purchase and installation of bicycle racks in Midway. The meeting will be co-hosted by the Green Chalice group at MCC.

Board Action Needed (if any): I'd like to find a suitable date in May for the workshop that won't conflict with other Renaissance activities or meetings. We also should officially decide if this is something that Renaissance wants to host.

Midway Renaissance Committee Report

Committee: Francisco's Farm Arts
Date: January 20, 2011
Prepared by: Marcie Christensen, Committee Chair

Report: Committee activities since the December 20 report included:

1. Organization

Set up a committee documents access page for members' access to information. Renaissance board is welcome to check in anytime and I will provide a link to them on request. Downloadable documents include meeting agendas, minutes and reports, financial reports, budget draft, our contract with Equus Run, and other documents used for planning.

Applications received to date =160 – at this time last year we had received slightly fewer
Jury panel will meet on Tuesday, February 8th to score applicant entries. This year's professional jurors are Nancy Atcher (formerly of the Kentucky Craft Marketing Program) and Ellen Glasgow (artist and owner of Capitol Gallery in Frankfort). **Renaissance board members are welcome to attend and/or review entries via disc – contact me for details**

[Sponsorship levels and benefits](#) have been distributed to past sponsors and follow-up phone calls are in process. **Board participation is invited for networking with potential sponsors.**

2. Budget

Balance in accounts on 12/31/2010 was \$975.97, and today's balance is \$1,031.17 We should be able to repay the \$2,000 bridge loan from Renaissance by the end of next month, as we expect income from application fees to continue to increase through the first week of February. Event Contractor contract payments are several weeks behind schedule but EC accepts this arrangement. The only other outstanding invoice is \$995 dated 1/3 for advertising in Back Home in Kentucky, and this will be paid by the end of February. The accepted artists are notified in mid-February and invoiced for their booth fees at that time. Many submit checks immediately upon receipt.

We still don't have a budget for the 2011 event, but a draft is in progress, and the committee will discuss/revise at our meeting on 1/25.

3. Promotion

Press release announcing Big Ass Fans as our Climate Sponsor - <http://www.franciscosfarm.org/press.htm>
3rd advertisement in the Woodford County Theater program submitted this week

Back Home in Kentucky Magazine published a half-page article along with our full-page ad in their winter issue

Planning Committee has conducted business by email since October and will begin regular meetings again on January 25 – 4th Tuesday of each month

Board Action Needed (if any):

None

Midway Renaissance Committee Report

Committee: Midway Living History

Date 1/25/11

Prepared by: Becky Moore

by:

Report:

I will organize a meeting with the Midway Museum Board and Living History Committee to explore the possibility of establishing a Midway Museum. Also, start planning this year's Midway Living History Day.

Board Action Needed (if any):

At NEXT meeting, discuss events for Midway Living History Day. I will bring suggestions.