

# Midway Renaissance Board Minutes

October 20, 2009

6:00 p.m.

413 Mill Road, Midway, KY

Members Present: Dan Roller, Randy Thomas, Pam Thomas, Bob Rathbone, Sarah Rathbone, Joy Arnold, Becky Moore, Phil Gerrow, Mary Weese

Members Absent: Mary Thoreson, Diana Ratliff

Guests Present: Marcie Christensen, Blythe Jamieson, Cecelia Gass

Randy welcomed everyone and thanked Blythe and Cecelia for attending the meeting. Randy told the board that Blythe and Cecelia have agreed to have their names on the ballot for consideration. Randy told the board that Dan will not be serving again, and thanked Dan

Agenda Item	Discussion	Action Taken/Needed
Minutes from September 15, 2009	No discussion.	Minutes approved by consensus.
Treasurers Report <ul style="list-style-type: none"><li>• Renaissance</li><li>• Greenspace</li><li>• Francisco's Farm</li></ul>	<p><b>Sarah</b> reported the following balances for the accounts: Renaissance - \$8,841.11</p> <p>Greenspace - \$1,921.52</p> <p><b>Marcie</b> reported the balance for the combined Francisco's Farm account is low at this time and <b>Marcie</b> will send a letter seeking contributions in November. She also noted that application fees will begin coming in during November. <b>Marcie</b> reported that she has written a formal letter of request to the college asking them to waive the \$3,600 (approximate) amount that we owe them for 2009 noting the tens of thousands of dollars in free advertising the college receives from the event and to request that they waive their charges going forward. <b>Bob</b> asked if the current balance is unusual for Francisco's Farm at this time of year and <b>Marcie</b> reported that it is close to the same as last year in this month, however last year we had paid the college already, so the balance is very low. Francisco's Farm balance as of 9/30/09 - \$5,181</p>	Treasurers Report approved by consensus.
Tax Filing	<b>Pam</b> reported that information has been provided to <b>John Scott</b> to prepare our tax returns for us again this year. The returns are due November 15 <sup>th</sup> , which shouldn't be a problem, but <b>John</b> can file an extension of necessary.	<b>Pam will ask John whether it would benefit him in any way to give us an invoice for the value of his time</b>
Annual Membership	The meeting will be Saturday, November 14 <sup>th</sup> . <b>Becky</b> reported that pageant	<b>Pam will send membership</b>

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Meeting/Midway Living History Day	<p>rehearsal is scheduled at 10 am in the morning in the theater. <b>Becky</b> still needs 3 readers. Pageant reading is at 1 pm, which will be followed by presentation of the Midway Living History Award to <b>Margaret Ware Parrish</b> – Tables will be available after that – <b>Becky</b> still is not sure whether the downtown vacant building will be available for the tables or not – she has asked but doesn't have a response yet. <b>Becky</b> has the community room at the bank reserved and can ask city hall if necessary. <b>Dan</b> also said that space is likely available at the Christian Church if needed.</p> <p><b>Randy</b> will meet with <b>Ryan Asher</b> to discuss the treasure hunt and provide details to get school kids to participate.</p> <p>Renaissance table will be set up in the theater and where the living history tables are. This is the time for people to renew their annual memberships. The board discussed what the membership dues should be set at for 2010. The board also discussed giving people who buy a higher priced membership a water bottle with the Renaissance logo, or selling the water bottles.</p> <p>Levels of Membership:  \$25.00 – get a water bottle and 1 free walking tour brochure.  \$10 individual membership – no perks.  We will have letters that we provide people that day that provides information about Renaissance and thanking them.</p> <p><b>Becky</b> will need help setting up tables on Saturday morning and breaking tables down in the afternoon. We will also need people to volunteer to work at the Renaissance membership table.</p> <p>The remaining part of the day involves the walking tour. <b>Marcie</b> presented a proposal to design and print brochures for the Midway Walking tour. Prior to this proposal, <b>Marcie</b> was paid to transcribe all of the former walking tour brochures so that the committee could contrast and compare the different information provided. The information was then edited. <b>Marcie</b> suggested that Renaissance either sell the booklets at a nominal fee, put advertising in, or get a contribution from the merchant's association to help offset the cost. She recommends using a booklet style rather than brochure even though a brochure would be less expensive because the booklet is easier to use and easier to expand as information is added or changed. <b>Marcie</b> also suggests printing in small quantities so that changes can be made as they occur. <b>Marcie's</b> proposal is for \$250 to do the design and layout of the initial brochure with \$50 for each 4 additional pages. The cost of printing is additional.</p> <p>Discussion: <b>Dan</b> asked how the guide will be updated for the businesses since the merchants change frequently. <b>Phil</b> suggested that if businesses want to include their current information that they should contribute to the cost as they</p>	<p>meeting notice out  <b>Pam will prepare a letter to provide people on that day that provides details about Renaissance and thanking them for their membership.</b></p> <p><b>Need to prepare ballots to have at the annual meeting</b></p> <p><b>Need to look at the brochure from last year and update as necessary.</b></p> <p><b>Joy made a motion to approve payment of \$250 to Marcie. Motion was seconded by Phil. Unanimously passed.</b></p> <p><b>Becky made a motion that we print 150 copies of the walking tour brochure for sale at the annual meeting, that they be included in the premium package for Renaissance membership, and that they be sold for \$3 to others who are interested. Motion was seconded by Sarah. Motion was</b></p>

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	<p>would for advertising. It was decided that for the first printing, information about the current business be included without charge, but the issue will be further discussed if the book is updated as information is added and updated.</p> <p><b>Blythe</b> said that she would really like to see the brochure expand to include houses. <b>Dan</b> noted that each version needs a date. <b>Blythe</b> was thanked for her work on the walking tour brochure.</p> <p><b>Becky</b> would like to put two ads in the newspaper (\$60 ads), newspaper stuffers (\$35 plus copy costs) and produce 2 posters. <b>Pam</b> indicated that we will also have costs for copying ballots, programs, information about Renaissance, etc. It was agreed that a budget of \$500 is sufficient for advertising and printing for the event.</p>	<p><b>unanimously approved.</b></p> <p><b>Pam made the motion seconded by Joy approved unanimously.</b></p>
Meeting with Becky Gorman, KY Main Street Coordinator (Invited)	<b>Becky Gorman</b> was not able to attend. <b>Randy</b> reported that there will be a lunch meeting with <b>Becky Gorman</b> on November 6 <sup>th</sup> in Midway, and that any board members are invited to attend. <b>Randy</b> will send additional information as it becomes available.	
Francisco's Farm Arts Committee	See the report above under "treasurer's report"	
Greenspace Committee	Not discussed.	
Community Arts Projects <ul style="list-style-type: none"> <li>• Writer's Workshop</li> <li>• Next Event</li> </ul>	Not discussed	
Collaboration with Midway Merchants	<b>Randy</b> and <b>Becky</b> continue to meet with Grayson regularly.	
Community Arts Donation	Not discussed.	
Old Midway Library Building	<b>Randy</b> reported that conversations are continuing about use of the old library as a community building. The next meeting is November 11 and <b>Randy</b> and <b>Marcie</b> will attend.	
Midway Renaissance Board Meetings <ul style="list-style-type: none"> <li>• Frequency</li> <li>• Agenda</li> </ul>	Not discussed	
Other: <ul style="list-style-type: none"> <li>• Main Street Manager</li> <li>• Certification Credits</li> </ul>	<p>It was recognized by the board that <b>Marcie</b> has been serving as the Main Street Manager on behalf of the Renaissance Board by attending all board meetings, attending training sessions and other events on behalf of the board.</p> <p><b>Marcie</b> is attending the Kentucky Main Street Conference this week and will pick up 2 credits for Midway Renaissance. These credits will exceed what is required for a Main Street Program to remain a Certified City. The Board thanks <b>Marcie</b> for her attendance.</p>	<b>Randy will confirm with Becky Gorman that Marcie is the Main Street Manager for Midway Renaissance.</b>

**Next Meeting Date: The next meeting will be the Annual Membership Meeting and Midway Living History Day, November 14, 2009 at the Thoroughbred Theater.**