

**Special Meeting of The Midway Renaissance  
Board of Directors  
November 24, 2009**

**Members Present:** Sarah Rathbone, Bob Rathbone, Mary Thoreson, Pam Thomas, Randy Thomas, Blythe Jamieson, Cecelia Gass, Joy Arnold, Mary Weese

**Members Absent:** Becky Moore, Phil Gerrow

**Guests Present:** Grayson Vandegrift, Leslie Penn, Marcie Christensen

Randy called the meeting to order and reviewed the discussion from the last meeting and the information that has been provided by various people via e-mail since then. Randy reported that he talked to Diana Queen, who is out of town. Diana told Randy that she wasn't sure whether any representative from the city would be at the meeting. A city representative did not attend.

Marcie reported that she sent Becky Gorman a list of questions from our last meeting. Becky discussed the questions with Harry Carver with DLG and sent Marcie a written response. Marcie reviewed the questions and responses, which were e-mailed to those present previously. Marcie noted that the Renaissance boundary map provided by the Becky Gorman does not include the land on which the projects proposed by the city council would be located.

Marcie provided a report on the responses she received from other Main Street Managers about their marketing studies and noted that responses from main street managers were e-mailed previously. In response to a question by John McDaniel asking about the results from the marketing studies Marcie followed up with the Main Street managers to find out what if anything the communities have done since. She reported that in Murray, they have attracted new businesses, but noted that the study there was a bit different in that it was very expensive and included business recruiting. She reported that in Corbin, they are still completing the analysis but have already made some changes in signs and other types of public directional information in response to preliminary results.

Marcie said that component of a market analysis that she thinks would be most helpful to Midway is that the process involves bringing all of the stakeholders to the table, so it would be difficult for any of the natural partners not to be involved. Marcie believes that the recommendations that may come out of a market analysis could likely be implemented by Renaissance and the merchants acting together. It was recommended that we be very clear about what we want up front so that the results match our expectations.

Joy asked for clarification about whether a market analysis can involve areas outside of the Renaissance area since a physical project must be within the area. Marcie responded that the analysis will involve people outside the main street area, but the focus of the analysis will be on the main street area.

Mary noted that she thinks that every business downtown could benefit from knowing more about what people want when they come to Midway so that they could structure their business operations to meet those needs, and that a market analysis could help with this. Pam agreed with Mary, noting that without an analysis any project that we undertake may or may not be what needs to happen to improve business and help downtown. Leslie mentioned that there was a study about 15 years ago that provided

very good information about downtown that was used to make changes. She will see if she can find a copy.

The group then had a general discussion about the letter from Mayor Bozarth and the availability of funds.

Joy asked Grayson whether the Merchant's Association is eager to have a market analysis done and Grayson responded that he thinks that they are. Mary and Leslie, both merchants, agreed with Grayson. Marcie noted that the merchants meet the first Wednesday in December, and that it would be an ideal time to present the concept to the merchants to gauge their interest.

Joy noted that nothing that we propose will impact our businesses immediately, and therefore our best bet is probably to take action that will put our businesses in a position to thrive when the economy improves, and the market analysis could provide that support. Pam noted that the market analysis could also provide direction for Renaissance in the future.

Randy noted that we should ask those proposing projects to show how their proposals will have an impact on business in Midway.

It was generally agreed that we will not be able to get money to conduct a marketing analysis from any other source.

There was a lengthy discussion about the merits of the various proposals and which could be implemented without grant funds. It was agreed by all that all of the proposals have merit, however we need to focus on which proposal will provide the most benefits, and which proposal would likely not occur without the grant funding. The board and others present expressed support for many of the other projects proposed.

Joy made a motion that the grant application be for the purpose of a market analysis so that we will have foundational information for future planning. Sarah seconded Joy's motion. Bob asked what the rest of the merchants think about the idea and Mary said that the merchants will discuss the idea at their meeting the first week of December. The question was called and the motion was unanimously approved.

The group moved on to a discussion of the response to Mayor Bozarth and the City Council. It was noted that the response will reflect the sentiment of the entire group involved in the decision-making process. It was agreed that the response should also indicate support and willingness to work to implement the other projects proposed for grant funding. It was noted that it would be helpful for Renaissance if groups proposing projects would provide grant submission like information so that we know what is being proposed and what the cost would be.