

# Midway Renaissance Board Minutes

December 21, 2010

6:00 p.m.

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

Members Present: Randy Thomas, Pam Thomas, Judy Stallons, Sarah Rathbone, Bob Rathbone, Becky Moore, Joy Arnold, Phil Gerrow

Members Absent: Cecelia Gass, Blythe Jamieson

Guests Present: Hank Graddy, Mary Weese

Main Street Manager: Marcie Christensen

Agenda Item	Discussion	Action Taken/Needed
Election of 2011 Board Officers	<p>The current officers were all nominated to serve an additional term. <b>Joy</b> made a motion to accept the slate of officers by acclamation. The motion was seconded by <b>Phil</b> and approved unanimously.</p> <p>Officers elected for 2011 are as follows: President – <b>Randy Thomas</b> Vice President – <b>Becky Moore</b> Secretary – <b>Pam Thomas</b> Treasurer – <b>Sarah Rathbone</b></p> <p><b>Randy</b> noted that we need to identify someone to serve as president next year so that the transition next year will be smooth. <b>Randy</b> asked board members to think about who might serve.</p>	
Minutes from October 19, 2010	Minutes were accepted with grammatical/spelling changes	<b>Minutes approved by consensus</b>
Treasurers Report <ul style="list-style-type: none"><li>• Renaissance</li><li>• Greenspace</li><li>• Francisco's Farm</li></ul>	<p>The treasurer's report was e-mailed in advance and is copied below.</p> <p>The Francisco's Farm financial report is included with that committee report</p> <p><b>Joy</b> made a motion to accept the treasurer's reports the motion was seconded by <b>Becky</b> and approved unanimously.</p> <p>E- Mailed Report:</p> <p>The Renaissance account balance is 4,065.93. There was plenty of activity with three deposits due mostly to memberships. The deposits are as follows \$175.00, \$30.00 and \$735.00. We made two donations as discussed for the amount of \$50.00 each to Midway Presbyterian and the Historical Society but to date only the Presbyterian has cashed theirs. The other four checks were made out to Lynn Imaging for 95.90 (for History Day), The Thoroughbred Theater for \$100.00 (rental fee) and Wallace Station \$20.00 and Le Marche for \$50.00. The last two were desserts for our Nov. membership meeting.</p>	<b>Treasurer's report accepted unanimously</b>

Agenda Item	Discussion	Action Taken/Needed
Manager's Report	<p>The manager's report was e-mailed prior to the meeting and is attached to the minutes.</p> <p>In response to a question from <b>Joy</b>, <b>Marcie</b> provided an update on her research regarding buildings on the historic register and designated as in danger. <b>Marcie</b> also reported that she has requested an update on the status of enforcement of building codes but has not yet received a response.</p>	
Market Study	<p>Proposals were submitted by 5 different entities for the market study.</p> <p><b>Randy</b> noted that <b>Marcie</b> distributed information to interested individuals about serving on a review and recommendation committee for the proposals. The invitation was sent to the Renaissance Board, City Council members, and members of the Midway Business Association. <b>Marcie</b> asked people to respond to her by Friday about whether they would like to participate in the review. A link on the website with links to all of the relevant documents will be made available to members of the review committee after the committee is formed.</p> <p><b>Marcie</b> asked whether we should print everything submitted for all committee members – cost is approximately \$22 per set. It was decided that <b>Marcie</b> will provide hard copies to members who request a copy.</p> <p><b>Becky</b> requested that she and <b>Joy</b> be appointed as liaisons with the City Council for the Market Study. It was agreed that this is a good idea.</p> <p><b>Marcie</b> will include a list of the committee members and their affiliations on the Market Study page once the committee membership is finalized.</p>	
Bylaw Change	<p><b>From 10-19-10:</b> <b>Randy</b> noted that a suggested change to the by-laws was e-mailed to committee members in advance of the meeting. The proposed change removes the prohibition on Board officers serving more than 3 consecutive terms and was read aloud. The proposed change removes any time limits on serving as an officer. The proposed change will be voted on at the next board meeting.</p> <p><b>Update:</b> <b>Randy</b> noted that the bylaw change had its' first reading at the last meeting. There were no questions and no further discussion. <b>Joy</b> made a motion to amend the bylaws. The motion seconded by <b>Sarah</b> and unanimously approved.</p>	<p><b>Motion to approve the bylaws change was approved unanimously</b></p>
2011 Main Street Certification	<p><b>Randy</b> informed the board that the recertification process will be revised for 2011. <b>Marcie</b> reported that the changes are related to requirements from the National Trust that require state programs to be certified to continue to participate. Standards for state certification will dictate some of the new requirements for local programs. There will be a survey and interview early in 2011 as part of the compliance process.</p>	
Liability Insurance Coverage	<p><b>Pam</b> distributed information about Officer and Director liability insurance for board members to read and consider in determining whether to procure officer and</p>	

Agenda Item	Discussion	Action Taken/Needed
	director liability insurance. Prior to July of 2010 this coverage was provided by the city.	
Francisco's Farm Arts Committee	Committee report was e-mailed in advance and is attached to the minutes. No Board action requested.	
Greenspace Committee	Committee report was e-mailed in advance and is attached to the minutes. No Board action requested.	
Living History Committee	Committee report was e-mailed in advance and is attached to the minutes. No Board action requested.	

**Additional items:**

- Former board Member **Mary Weese** was presented with a gift and thanked for her service on the board.
- **Hank Graddy** and **Joy** Arnold provided the board with an update about the Economic Summit sponsored by the Woodford Coalition and talked about follow up efforts to further explore ideas discussed at the Summit and plan for the future. **Joy** attended the first follow up meeting and provided a report about the meeting. She noted that one thing that became clear during the meeting was that there are already several plans and that various groups in the county are not aware of the work of other groups. As a result of the meeting, students at Midway College will consolidate the existing plans so that they can be reviewed and discussed by the group. The planning group currently does not have any funding or administrative support and this may be an issue.

**Next Meeting Date: Tuesday, January 18, 2011 @ 6:00 p.m. at 413 Mill Road, Midway, KY**

# Midway Renaissance Main Street Manager Report

Date: December 19, 2010

Prepared by: Marcie Christensen

Manager activities since the October Board meeting (no November report submitted) included:

## 1. Design

- Helped with preparations and promotion of Midway Living History Day
- Researching nomination of commercial building at 114 East Main Street to the National Trust for Historic Preservation's list of 'Most Endangered Historic Buildings'

## 2. Organization

- Attended monthly meetings of Midway Business Association & distributed reports
- Attended two-day State Historic Preservation / Main Street conference in Frankfort (10/21 & 22)
- Attended 'Basics of Resource Development' workshop ( on grant-writing & fundraising) in Somerset on October 28<sup>th</sup>
- Helped with preparations and promotion of annual Membership Celebration

## 3. Promotion

- Presented regional tourism initiative (Bluegrass Downtowns) at SHPO conference & revised website
- Served as 'leg manager' for Bourbon Chase through downtown Midway (10/23)
- Wrote weekly 100-word articles published in Woodford Sun
- Wrote & submitted article for Midway Matters – city newsletter - December
- Promoted Small Business Saturday
- Promoted Midway Christmas Open House through websites, regional tourism calendars, and Facebook

## 4. Economic Development

- Attended Economic Development Leadership Summit workshop in Versailles on 11/12 and Woodford Coalition annual meeting in Midway on 11/13
- Led a tour of downtown for a group of economic development folks from the Main Street program in Carrollton on 11/16
- Hosted a statewide Main Street Managers training workshop at the Thoroughbred Theater on December 1<sup>st</sup>
- Created a Midway Renaissance page on Facebook, created a 'Facebook News' page on Renaissance website to share business development news with merchants who don't use Facebook
- Communicated with consultants regarding Market Study RFP, distributed proposals to committee, distributed invitation to potential committee members, created web page for document access

Board Action Needed (if any):

None

## Midway Renaissance Committee Report

Committee: Francisco's Farm Arts  
Date: December 20, 2010  
Prepared by: Marcie Christensen, Committee Chair

Report:

Committee activities since the October Board meeting included:

### 1. Future of Francisco's Farm - update

The contract with Equus Run was signed on November 9th and the news released to the public the next day. I've processed 106 artist applications to date, slightly down from last year but not a cause for concern. Artist responses to the changed venue have been all positive. Reactions from merchants are all negative, but we're working on converting that to positive.

Big Ass Fans will definitely be our 'Climate Sponsor', providing however many fans we need to provide cool breezes.

Sponsorship levels and benefits have been revised, and the outreach for sponsorships begins in January. Midway College indicated they would like to be a sponsor, and Dr. Drake is reviewing the levels at present.

### 2. Budget

Balance in accounts on 11/30/2010 was \$1,644.29, and today's balance is \$1,553.52. We borrowed \$2,000 of the \$3,000 'bridge loan' from Renaissance in October and may need to borrow the remainder next month. Anticipated revenue in December (from artist application fees and several booth fee payments, based on last year's receipts and receipts so far this month) is approximately \$2,000.

We don't yet have a budget for the 2011 event, but will develop one between now and next month's board meeting.

### 3. Organization/Promotion

Festival received 'Top 20 Events for June' award from the Southeast Tourism Society 2<sup>nd</sup> advertisement in the Woodford County Theater program included announcement of new venue

*Planning Committee has conducted business by email since October and will begin regular meetings again in January*

## Midway Renaissance Committee Report

Committee: Midway Living History

Date: December 21, 2010

Prepared by: Becky Moore

Midway Living History Day was fun and informative. I thank everyone for their help and support. Details of the day are on the Renaissance web page (special THANKS to Marcie !)

Ideas for the committee next year :

- Have a regular meeting place and time for history lovers to congregate and talk.

- Living History Day:

  - City Hall was a good place for the display tables. It has tentatively been booked for next year.

  - A possible theme for History Day could be a cemetery tour. We have three very historic and interesting cemeteries.

Board Action Needed (if any):

None

# Midway Renaissance Committee Report

Committee: Greenspace  
Date: December 20, 2010  
Prepared by: Bob Rathbone

## Report:

I had a meeting with Bill Fountain (UK horticulture professor) on November 24<sup>th</sup> to discuss a workshop on trees in the urban landscape that might be hosted by Midway Renaissance Greenspace Committee next spring. Bill said that he would be happy to help us with this. I also spoke with Dave Leonard about the workshop; his answer was more nebulous, but I think that he'd also be willing to help us out. At the upcoming Renaissance Board meeting, I would like to discuss possible dates for a workshop.

# Midway Renaissance Main Street Manager Report

Date: December 19, 2010

Prepared by: Marcie Christensen

Manager activities since the October Board meeting (no November report submitted) included:

## 1. Design

- Helped with preparations and promotion of Midway Living History Day
- Researching nomination of commercial building at 114 East Main Street to the National Trust for Historic Preservation's list of 'Most Endangered Historic Buildings'

## 2. Organization

- Attended monthly meetings of Midway Business Association & distributed reports
- Attended two-day State Historic Preservation / Main Street conference in Frankfort (10/21 & 22)
- Attended 'Basics of Resource Development' workshop ( on grant-writing & fundraising) in Somerset on October 28<sup>th</sup>
- Helped with preparations and promotion of annual Membership Celebration

## 3. Promotion

- Presented regional tourism initiative (Bluegrass Downtowns) at SHPO conference & revised website
- Served as 'leg manager' for Bourbon Chase through downtown Midway (10/23)
- Wrote weekly 100-word articles published in Woodford Sun
- Wrote & submitted article for Midway Matters – city newsletter - December
- Promoted Small Business Saturday
- Promoted Midway Christmas Open House through websites, regional tourism calendars, and Facebook

## 4. Economic Development

- Attended Economic Development Leadership Summit workshop in Versailles on 11/12 and Woodford Coalition annual meeting in Midway on 11/13
- Led a tour of downtown for a group of economic development folks from the Main Street program in Carrollton on 11/16
- Hosted a statewide Main Street Managers training workshop at the Thoroughbred Theater on December 1<sup>st</sup>
- Created a Midway Renaissance page on Facebook, created a 'Facebook News' page on Renaissance website to share business development news with merchants who don't use Facebook
- Communicated with consultants regarding Market Study RFP, distributed proposals to committee, distributed invitation to potential committee members, created web page for document access

No board action requested

## Midway Renaissance Committee Report

Committee: Greenspace

Date: December 20, 2010

Prepared by: Bob Rathbone

Report:

I had a meeting with Bill Fountain (UK horticulture professor) on November 24<sup>th</sup> to discuss a workshop on trees in the urban landscape that might be hosted by Midway Renaissance Greenspace Committee next spring. Bill said that he would be happy to help us with this. I also spoke with Dave Leonard about the workshop; his answer was more nebulous, but I think that he'd also be willing to help us out. At the upcoming Renaissance Board meeting, I would like to discuss possible dates for a workshop.

Board Action Needed (if any):

# Midway Renaissance Committee Report

Committee: Francisco's Farm Arts  
Date: December 20, 2010  
Prepared by: Marcie Christensen, Committee Chair

Report:

Committee activities since the October Board meeting included:

## 1. Future of Francisco's Farm - update

The contract with Equus Run was signed on November 9th and the news released to the public the next day. I've processed 106 artist applications to date, slightly down from last year but not a cause for concern. Artist responses to the changed venue have been all positive. Reactions from merchants are all negative, but we're working on converting that to positive.

Big Ass Fans will definitely be our 'Climate Sponsor', providing however many fans we need to provide cool breezes.

Sponsorship levels and benefits have been revised, and the outreach for sponsorships begins in January. Midway College indicated they would like to be a sponsor, and Dr. Drake is reviewing the levels at present.

## 2. Budget

Balance in accounts on 11/30/2010 was \$1,644.29, and today's balance is \$1,553.52. We borrowed \$2,000 of the \$3,000 'bridge loan' from Renaissance in October and may need to borrow the remainder next month. Anticipated revenue in December (from artist application fees and several booth fee payments, based on last year's receipts and receipts so far this month) is approximately \$2,000.

We don't yet have a budget for the 2011 event, but will develop one between now and next month's board meeting.

## 3. Organization/Promotion

Festival received 'Top 20 Events for June' award from the Southeast Tourism Society  
2<sup>nd</sup> advertisement in the Woodford County Theater program included announcement of new venue

*Planning Committee has conducted business by email since October and will begin regular meetings again in January*

Board Action Needed (if any):

## Midway Renaissance Committee Report

Committee: Midway Living History

Date: December 21, 2010

Prepared by: Becky Moore

Midway Living History Day was fun and informative. I thank everyone for their help and support. Details of the day are on the Renaissance web page (special THANKS to Marcie !)

Ideas for the committee next year :

Have a regular meeting place and time for history lovers to congregate and talk.

Living History Day:

City Hall was a good place for the display tables. It has tentatively been booked for next year.

A possible theme for History Day could be a cemetery tour. We have three very historic and interesting cemeteries.

Board Action Needed (if any):

None

