



We will enhance community and quality of life through people, parks, and programs.

Business Development Team: Business Planning for Civic Center

Thursday, August 15, 2016, 5 p.m.

Second Floor, Committee Room

Governmental Center, 400 Boardman Avenue

Traverse City, Michigan 49686

AGENDA

General Meeting Policies: Please turn off all cell phones or switch them to silent mode. Any person may make a video, audio, or other record of this meeting. Standing equipment, cords, or portable microphones must be located to not block audience view. If you need auxiliary assistance, contact 231-922-4780 or TDD 231-922-4412.

Members: Alisa Kroupa, Chair; Kevin McElyea, Vice Chair; Pete Albers; Jeri LeRoi; Rodetta Harrand

- I. Call to Order
- II. Roll Call
- III. Public Comment
Any person shall be permitted to address the Parks and Recreation Commission, which is required to be open to the public under the provision of the Michigan Open Meetings Act, as amended (MCLA 15.261, et.seq.). Public comment shall be carried out in accordance with the following Board Rules and Procedures:
 - Any person wishing to address the Board shall state his or her name and address.
 - No person shall be allowed to speak more than once on the same matter, excluding Commissioners' questions. The President shall control the amount of time each person shall be allowed to speak, which shall not exceed three (3) minutes. The President may, at his or her discretion, extend the amount of time any person is allowed to speak.
- IV. Approval of Minutes, August 17, 2016 Business Development Team Meeting
- V. Approval of/Additions to Agenda
- VI. Civic Center Concessions Update
- VII. Civic Center Proposed Business Plan (Discussion)
- VIII. Second Public Comment (Please refer to rules above.)
- IX. Notices and Team Member Comments
- X. Adjournment



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**Business Development Team: Business Planning for Civic Center
Wednesday, August 17, 2016, 12:30 p.m.
Second Floor, Committee Room
Governmental Center, 400 Boardman Avenue
Traverse City, Michigan 49686
MINUTES**

- I. Call to Order
The meeting was called to order at 12:35 p.m.
- II. Roll Call
Commissioners Present: Alisa Kroupa, Rodetta Harrand, Jeri LeRoi, Kevin McElyea
Commissioners Excused: Pete Albers
Others Present: Kristine Erickson, Director, Ryan Walsh, Office Manager, Grand Traverse County Parks and Recreation; Christine Maxbauer, Grand Traverse County Commissioner; Pat Hoekte and Rick Taylor, Bayside Travellers
- III. Public Comment
There was no public comment.
- IV. Approval of Minutes, July 25, 2016 Business Development Team Meeting
The July 25, 2016 Business Development Team Meeting Minutes were unanimously approved.
- V. Approval of/Additions to Agenda
The July 25, 2016 Business Development Team Meeting Agenda was unanimously approved.
- VI. Bayside Travellers' User Agreement for Gilbert Lodge, Twin Lakes Park
Commissioner Kroupa had questions pertaining to the Bayside Travellers' current fees, attendance, methods used to track membership, and general information.

Director proposed raising fees for the 2016-2017 season from \$200 to \$250 per event.

Commissioner Kroupa recommended reducing Parks staffing during the events to assist with justifying the subsidized cost of the user group.

Office Manager will provide Bayside Travellers with grant opportunities and support for making this program a success.

Commissioner Maxbauer requested that Bayside Travellers not book Gilbert Lodge on a Saturday in June 2017 at the reduced rate, because June is a popular month for weddings.

MOTION by Kroupa, second by McElyea, to direct Director to work with Prosecuting Attorney's Office to establish a one-year agreement for subsidizing the program and to develop a relationship with the user group to become a self-sustaining customer and to reach the ability to cover regular costs associated to the rental of Gilbert Lodge. Motion carried.

VII. Civic Center Project Updates

The Director reported that the crowdfund campaign is off to a slow start and needs to pick up momentum to reach its goal. Team discussed fundraising and marketing strategies for bringing exposure to the campaign.

VIII. Second Public Comment

IX. Notices and Team Member Comments

There were no notices or team member comments.

X. Adjournment

Meeting adjourned at 2:10 p.m.

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