



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

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, 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 current fees, attendance, methods used to track membership, and general information pertaining to the Bayside Travellers Programs.

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

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

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

MOTION by Kroupa, second by McElyea, to direct the Director to work with the 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.

The team discussed fundraising and marketing strategies for bringing exposure to the campaign.

VIII. Second Public Comment

There was no public comment.

IX. Notices and Team Member Comments

There was no notices or team member comments.

X. Adjournment

The meeting was adjourned at 2:10 p.m.

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