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**Business Development Team: New Community Center  
Civic Center Meeting Room  
June 5, 2013, Noon**

**MINUTES**

- I. Welcome  
Max Binkley, Kris Erickson, Jason Jones, Herb Lemcool, Scott Robertson, Sean Sommerfield, Dale Tumey
  
- II. Reports
  - A. Meeting with Mike Walton of *Record-Eagle* (Jones and Binkley): They directed Walton to talk with Jones about the proposed new community center itself, and with Binkley regarding the senior aspect. Jones and Binkley reported good results.
  
  - B. Meeting with Larry Inman (Lemcool and Binkley): Inman's concern is that a new community center cannot be afforded right now, but it makes sense for the future.
  
  - C. Meeting with Marsha Smith and Phil Ellis (Jones): They offered ideas and, in general, are supportive of the idea of a facility for everyone. Smith brought up "recreation incubator" offices. She recommended contacting Keith Hopkins from Grand Rapids. Next step suggested is the feasibility study. Also suggested spending a lot on it. Funding might be sought from Oleson Fund. Suggested building field house first, because there is no competition, then build case for the rest of the project (pool, arena, etc.). Now is a good time to find a champion in the community.
  
  - D. Jones met with John Robert Williams to discuss two ideas:
    - 1. the concept of an indoor veledrome, a very specialized indoor cycling track – there are only a few in the nation, and one in Traverse City could be a hub for Olympic trainers and champions
  
    - 2. a "Connection of Dreams" which would connect recreation and education via a north-south connection to the TART Trail (could connect NMC through the high school property, and the Civic Center through the Eighth Street cemetery); Williams said the Parks and Recreation Commission stopped this before, but Jones assured that the County will no longer be an obstacle

Jones and John Robert Williams will meet with NMC President Nelson in near future.

Lemcool pointed out that although the NMC Board sets policy and goals, the NMC President is the decision maker. Recommend researching whether the "Connection of Dreams" is one of NMC's goals.

- E. Jones: The \$5,000 grant from Rotary Charities for the needs assessment/survey has now connected us with Consultant Kevin Woods who is a member of nonprofit North Sky. Jones will be in touch with him soon.

### III. A.-H. Input for Status Report (To be developed by Parks and Recreation Department)

#### Discussion

- Source for velodrome information would be Brick Wheels and McClain.
- Issue of project phases could become a potential deal breaker. There could be competitive field space by then.
- Seniors might fear they will not see project finish.
- Group agreed the project will not be in phases; recommend committing to the entire project at once.
- Suggestion to meet with the Civic Center's neighborhood association to learn their agenda and bring them on board.
- If there are incredible drawings, if the facility will drive property values up and it is built bigger and brighter, for future use, then it will appeal.
- Want Indoor field space for any sport.
- If project will take from seven-to-ten years, then how to address in the "meantime"? Put up a bubble at Keystone Soccer Complex; put up a dome on basketball court area at Civic Center? Ask County for its suggestions, too.
- Put together a list of all recreational activities and combine with suggestions about "meantime, temporary solutions."
- Define where TCAPS fits into temporary solutions. Suggestions: high school gyms; Building 50 spaces; incubator farm in old warehouse; old YMCA; old Essex on Airport Road.

- Soccer needs are indoor spaces between early January and end of March.
- Hold more focus groups for Senior Center.
- Make a list of user groups.
- BDT could make a presentation to the Parks and Recreation Commission.
- Get a push from grassroots folks to ask Parks and Recreation Commission to show support of project. Go into these groups and make presentations and ask for endorsements.
- Community needs to believe it needs the project – how does it fit with long-range plans?
- User Group Package to include:
  1. status updates
  2. pictures
  3. timeline
  4. asking or telling TBAYS and other groups what to do to support and be part of this effort – something to act on
  5. Hold user group meetings to educate about project
  6. write “congressman” letters
  7. an ask – what is the willingness to act now and willingness to commit to the future
  8. data about economic impact, such as the revenue volleyball, lacrosse, and basketball bring in; example is \$3.4 million impact from 2/3 of year for volleyball
- Friends group wants to see progress, privacy rooms, and additional space for exercise
- Facility to be used by 0-99-year-olds, inclusive of programming that is senior specific; grandchildren and grandparents can go to the same facility to recreate
- Community will wait if it is done right and everything is included.