



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

Business Development Team: Business Planning for Civic Center

Thursday, October 20, 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, September 15, 2016 Business Development Team Meeting
- V. Approval of/Additions to Agenda
- VI. Civic Center Draft Business Plan (Presented for review during meeting.)
- VII. Second Public Comment (Please refer to rules above.)
- VIII. Notices and Team Member Comments
- IX. Adjournment



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MINUTES

- I. Call to Order
Meeting called to order at 5 p.m.
- II. Roll Call
Commissioners Present: Alisa Kroupa, Rodetta Harrand, Pete Albers
Commissioners Excused: Kevin McElyea, Jeri LeRoi
Others Present: Kristine Erickson, Director, and Marilyn Zielinski, Secretary, Grand Traverse County Parks and Recreation; Dzidra Minka, Pizza Wagon Concessions
- III. Public Comment
There was no public comment.
- IV. Approval of Minutes, August 17, 2016 Business Development Team Meeting
The August 17, 2016 Business Development Team Meeting Minutes were unanimously approved.
- V. Approval of/Additions to Agenda
The agenda for the September 15, 2016 Business Development Team Meeting was unanimously approved.
- VI. Civic Center Concessions Update
Dzidra Minka reported a successful 2016 summer season in the new building at Civic Center Park between the ball fields and main building. She stated she wished to continue her business at the Civic Center. Director stated she met with Minka to discuss improvements to the indoor concession stand at the Civic Center, an expanded menu, a kitchen upgrade, improved appearance, and more advertising and marketing. Director recommended continuing agreement with the Pizza Wagon and partnering to improve indoor facility and overall promotions.

BDT members complimented the partnership with the Pizza Wagon and agreed with recommendation. BDT Chair Kroupa said she would make that recommendation to the full Parks Board, which still might decide to request proposals for concessions management at the Civic Center. Kroupa stated that, if the Parks' relationship continues with the Pizza Wagon, Pizza Wagon is expected to be flexible and work with vendors using the Arena and Civic Center Park to offer unique foods or take the option to close the concession for a particular event in return for a "buyout".
- VII. Civic Center Proposed Business Plan (Discussion)
Erickson asked the Business Development Team to consider what should be included in the Civic Center Business Plan.

Ideas presented: promote Concession Stand, build a dog park, partner with Norte' on the Safe Routes to School Program and provide office space at Civic Center; plans for child's playground and adult playground, pavilion improvements; pool funding.

VIII. Second Public Comment (Please refer to rules above.)
There was no public comment.

VIII. Notices and Team Member Comments
There were no notices or comments.

IX. Adjournment
Meeting adjourned at 6:25 p.m.

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