



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

Business Development Team: Business Planning for Civic Center

Thursday, September 15, 2016, 5 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 5:00 p.m.
- II. Roll Call
Commissioners Present: Alisa Kroupa, Rodetta Harrand, Pete Albers
Commissioners Excused: Kevin McElyea, Jeri LeRoi
Others Present: Kristine Erickson, Director; Marilyn Zielinski, Secretary; Grand Traverse County Parks and Recreation; Dzidra Minka, Pizza Wagon Concession
- 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 between the ball fields at the Civic Center. She would like to continue her business at the Civic Center.
Director stated she met with Dzidra and discussed the improvements to the concession stand inside the Civic Center, an expanded menu, a kitchen upgrade, improved appearance and more advertising and marketing. She recommends continuing the contract with the Pizza Wagon and partner with them to improve the inside concession stand.

BDT members stated we have a good partnership with the Pizza Wagon and agreed with Director's recommendation. If the relationship continues with the Pizza Wagon, they will have to be flexible and work with vendors using the Arena and Civic Center Park to offer unique foods, a limited menu, or have the option to close the concession for a particular event.

The Business Development Team agreed to recommend to the Parks and Recreation Commission to continue the collaborative relationship with the Pizza Wagon for the inside and outside concession stands.

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 were to promote the Concession Stand, a dog park, partner with Norte' on the Safe Route to School Program and its bike rental and repair program, the new playground, an adult playground, pavilion improvements, and pool funding for improved maintenance issues.

VIII. Second Public Comment (Please refer to rules above.)

There was no public comment.

IX. Notices and Team Member Comments

There were no notices or comments.

X. Adjournment

Meeting adjourned at 6:25 p.m.