

**Minutes of the regularly scheduled monthly meeting of the Mid-Michigan Aquatic Recreational Authority held Wednesday, September 21, 2022 at 5:15 p.m. at Isabella County Commission on Aging, Mt. Pleasant, Isabella County, MI**

Meeting was called to order by John Zang at 5:27 p.m.

Members present: Allison Chiodini, Lisa Diaz Sytsema, Mark Stansberry, Judy Wagley, John Zang.

Members absent: Stan Shingles, Mike Huenemann

Others present virtually: Stu Isaac

**Approval of Agenda**

Lisa Diaz Sytsema made a motion supported by Judy Wagley to approve the agenda as presented.

Ayes: Chiodini, Diaz Sytsema, Stansberry, Wagley, Zang

Nays: None

Absent: Shingles, Huenemann

Motion carried

**Public input on agenda items**

None

**Approval of the meeting minutes from the August 17, 2022 MMARA Board Meeting**

John Zang noted a minor revision to the minutes for the fourth paragraph in Old Business to read "Approval given to John Zang to sign and return the Tower Pinkster Preliminary Conceptual graphics proposal...."

Mark Stansberry made a motion supported by Judy Wagley to approve the meeting minutes as revised above.

Ayes: Chiodini, Diaz Sytsema, Stansberry, Wagley, Zang

Nays: None

Absent: Shingles, Huenemann

Motion carried

**Old Business**

**ISAAC SPORTS GROUP - FEASIBILITY STUDY & TIMELINE UPDATE**

Stu Isaac with Isaac Sport Group joined the meeting virtually and gave a brief update on progress on the Operational Budget Model. Stu noted he was nearing completion of the final draft of the budget and will reach out to Stan Shingles to set up a call to review and consult on the budget by 9/28/2022.

Allison Chiodini provided an update on the A/E Firm Request for Qualifications and Request for Proposal Interviews and Presentations with Tower Pinkster and TMP Associates. The A/E fee proposals

from the two firms were structured differently making it hard to compare apples to apples, and Stu Isaac has reached back out to TMP for additional information on fee structure and percentage. During our meeting, Stu received a response and provided an update on TMP's proposed fee percentage on A&E which would be a proposed 7%, with Aquatics Consultant excluded from proposal. Comparatively, the proposed fee percentage received in the proposal from Tower Pinkster is 6.25% on A&E services, and 6.5% on FF&E and IT, and unknown if Aquatics Consultant is included or excluded. Allison Chiodini will reach out to Tower Pinkster to inquire. Discussion also included seeking out a third firm to meet with for RFQ/RFP, with the possibilities of Neumann Smith and/or Stillman Farmer. Stu Isaac has reached out to both, and we are just waiting on their responses for setting up an introductory meeting.

Allison Chiodini provided an update from the Architect Tower Pinkster and presented some first drafts of the preliminary conceptual graphics for review and comment. Allison will take mark-ups and request for revisions back to Tower Pinkster by Fri 9/23.

### **FUNDRAISING / CAMPAIGN STRATEGY UPDATE**

John Zang provided update on the upcoming Saginaw Chippewa Indian Tribe 2% Grant Fall Application deadline which is due September 30, 2022 at 5:00 pm. John will reach out to Mark Stuhldreher at Union Township to let him know we will be turning in our application for them to formally submit to SCIT on our behalf. Lisa Diaz Sytsema volunteered to review the proposed application draft and send to Judy Wagley for final proofread, then return to John by end of day Monday Sept 26, for John to turn in to Union Township by Tues Sept 27.

Lisa Diaz Sytsema provided an update from the Communications & Marketing Strategy committee, which also includes two community volunteers/partners, Jim Wojcik and Kathy Backus. Jim and Kathy are working on reviewing the list of influential community leaders, adding additional names and breaking them down into three separate tiers – Tier 1 leaders should receive a personal visit from an MMARA board member to pitch the project before we go public; Tier 2 leaders would be invited to a proposed Lunch & Learn and/or Business over Breakfast presentation from our board/committee to inform them of the project; Tier 3 leaders we would reach out to with an email communication. Discussion also included that Kathy and her team were getting started working on graphic design of some preliminary community outreach collateral items to use for Tier 1, Tier 2 and Tier 3 communications. We would like to invite Jim Wojcik and Kathy Backus to our October board meeting to review the proposed "Elevator Pitch" and talking points as we begin the next steps in community outreach.

Lisa Diaz Sytsema provided an update that she has a meeting scheduled with a fundraising consultant in early October to discuss our options and strategy for raising the needed \$2.5 million through a combination of private and public donations, along with any possible grants and USDA loans.

### **SEPTEMBER 2022 UPDATE REPORTS**

John Zang provided update on the scheduling of MMARA Update Presentations to Union Township, City of Mt. Pleasant and Mt. Pleasant Public Schools. Lisa Diaz Sytsema noted she would connect with John on 9/26 and/or 9/27 to finalize the presentation outline. Presentations will be:

Union Township Board of Trustees Meeting: Sept 28

City of Mt. Pleasant City Commission Meeting: TBD – Not yet scheduled

Mt. Pleasant Public Schools Regular School Board Meeting: TBD – Not yet scheduled

## **MILLAGE / ELECTION UPDATE**

Lisa Diaz Sytsema led discussion, referring to feasibility study master timeline, noting that our ballot language for May 2023 referendum needs to be finalized and ready to submit by December 1. John Zang to contact Attorney to submit request for them to start working on the ballot language. Discussion also included some open-ended questions that we will need to consult with our Attorney on along with Mt. Pleasant Public Schools. Questions included: According to the Recreational Authority Law, can MMARA board members campaign for this millage? Can MMARA fund the campaign? If no to either of the above two questions, will it be necessary to form a campaign advocacy group/organization to fund and promote the campaign?

## **New Business**

### **FINANCIAL POLICIES**

Lisa Diaz Sytsema provided an update that our Financial and Accounting consultant Boge Wybenga Bradley is currently working on the revisions to the financial policies per recent feedback from Mark Stuhldreher from Union Township. Will review updated revised and reissued financial policies at next MMARA Board Meeting in October.

## **Announcements on Authority related issues and concerns**

None

Next scheduled meeting on Wednesday, October 19 at 5:15 p.m. will be conducted in person at Isabella County Commission on Aging, Mt Pleasant, Isabella County, MI.

## **Adjournment**

Motion by John Zang and supported by Lisa Diaz Sytsema to adjourn the meeting.

Ayes: Chiodini, Diaz Sytsema, Stansberry, Wagley, Zang

Nays: None

Absent: Huenemann, Shingles

Motion carried

Meeting adjourned at 7:14 p.m.

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Allison Chiodini, Secretary