

**Minutes of the regularly scheduled monthly meeting of the Mid-Michigan Aquatic Recreational Authority held Wednesday, October 19, 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 5:25 p.m.

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

Members absent: Allison Chiodini, Mike Huenemann, Stan Shingles (arrived at 6:12 p.m.)

Others present: Kathy Backus; virtually: Stu Isaac

**Approval of Agenda**

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

Ayes: Diaz Sytsema, Stansberry, Wagley, Zang

Nays: None

Absent: Chiodini, Shingles, Huenemann

Motion carried

**Public input on agenda items**

None

**Approval of the meeting minutes from the September 21, 2022 MMARA Board Meeting**

Mark Stansberry made a motion supported by Lisa Diaz Sytsema to approve the meeting minutes as revised above.

Ayes: Diaz Sytsema, Stansberry, Wagley, Zang

Nays: None

Absent: Chiodini, Shingles, Huenemann

Motion carried

**New Business**

**Communications, Marketing & Fundraising Strategy**

Kathy Backus presented ideas and training for community outreach and to give the group guidance on communications and marketing. She supplied handouts featuring "FAQs" and other information that can be used going forward to consistently promote the aquatic center. These will also be developed into materials (brochures, etc.) to distribute to community members/potential donors. A discussion followed regarding language, specific use of promotion material etc.

Lisa Diaz Sytsema reported that she and Mark Stansberry plan to meet with Jim Wojcik on October 20 to discuss fundraising ideas and strategy.

She also reported that Jim Wojcik and Kathy Backus plan to develop the design of the MMARA logo.

The group discussed how best to prioritize the list of community leaders and potential donors. A follow-up work session is planned for November 3.

## **Old Business**

### **ISAAC SPORTS GROUP - FEASIBILITY STUDY & TIMELINE UPDATE-ARCHITECT RFP Updates**

Stu Isaac with Isaac Sport Group joined the meeting virtually and gave a brief update on progress on the Feasibility Study. Stu noted that he sent several examples of lease agreements to John Zang, and also planned to meet with Stan Shingles. Stu also followed up with the Neumann-Smith firm as a possible third bidder for the aquatic center project; the firm is willing to meet soon. A discussion followed with consensus to wait for Allison Chiodini's input on architectural firms' project proposals, and also to ensure that contract clauses relating to any fees imposed by firms prior to the millage vote be addressed.

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

John Zang provided update on the upcoming Saginaw Chippewa Indian Tribe 2% Grant Fall Application deadline which was due September 30, 2022 at 5:00 pm. On September 29, 2022, John attended a community forum for questions from the tribal Council. He reported that his interaction with the group was very positive, and that grant funds are expected to be awarded by November.

### **SEPTEMBER 2022 MUNICIPALITY BOARD UPDATE REPORTS**

John Zang provided information on MMARA Update Presentations to Union Township, City of Mt. Pleasant and Mt. Pleasant Public Schools. A presentation was made on September 28 at the Union Township Board of Trustees Meeting. The City of Mt. Pleasant City Commission will meet October 24. The Mt. Pleasant Public Schools Regular School Board Meeting: TBD – Not yet scheduled.

## **New Business**

### **FINANCIAL POLICIES**

Lisa Diaz Sytsema presented an amended budget. She stated that she would like assistance with the accounting process. She will contact Nancy Ridley, and/or enlist a qualified volunteer.

Stan Shingles made a motion supported by Mark Stansberry to approve the amended budget

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

Nays: None

Absent: Chiodini, Huenemann

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

None

Next scheduled meeting on Wednesday, November 16 at 5:15 p.m. will be conducted in person at Isabella County Commission on Aging, Mt Pleasant, Isabella County, MI.

**Adjournment**

Motion by Lisa Diaz Sytsema and supported by Mark Stansberry to adjourn the meeting.

Ayes: Shingles, Wagley, Zang

Nays: None

Absent: Chiodini, Huenemann

Motion carried

Meeting adjourned at 7:07 p.m.

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Judy Wagley (for Allison Chiodini)