

---

**Business Development Team: New Community Center  
Civic Center Meeting Room  
July 9, 2013, Noon  
MINUTES**

I. Welcome

Present: Max Binkley, Kris Erickson, Jason Jones, Scott Robertson, Sean Sommerfield, Dale Tumey. Absent: Herb Lemcool

II. Reports

- Binkley met with Mayfield Trustees and Acme Trustees. Also met with Neal Ronquist, publisher of *Record-Eagle*, who said he would support Senior Center effort in any way.
- Jones and John Robert Williams will meet with NMC President Nelson on Friday, August 23, 2013.

III. Status Report Outline: Review and Discussion

- Feasibility study funded by Rotary Charities grant to be led by Kevin Woods of Woods Consulting, and will involve from three to five focus groups, comprised of citizens interested in providing input about a potential new community center, offering pros and criticisms.
- Facility could be a draw for offseason programming. Consult community calendar and contact Traverse City Convention and Visitors Bureau to identify events the off-season and look at times when hotels are hardest to fill. (Erickson)
- Communities can receive wellness credits and individuals in the community can receive personal credits through the business community for healthcare if a community provides health and wellness facilities and activities.
- Make the facility as universally accessible (UA) as possible. Examples: Take a wheelchair into the pool; zero-depth entry or movable floor.
- What would Intermediate School District need in a facility? (Jones)
- Partner with the Traverse City Chamber of Commerce to share message about the economic impact on area. Speak with Chamber Health Care Committee. (Jones)
- Suggestion: Conduct economic impact study in future.
- Suggestion: Contact DNR about showing the relevance of parks and recreation.

**Next Meeting:** Share updated status report (Erickson), work together to develop PR plan for sharing message, make assignments for outreach and execution of plan.