

APRIL '22 MEETING MINUTES

Merrill Enrichment Center Committee

Meeting was held on April 21st, 2022 at 2:15pm

Merrill Enrichment Center Conference Room – 303 N. Sales Street

Present: Rick Blake (Alderpersion), Laura Bertagnoli (Chair), Gene Bebel, Sharon Anderson, Rose Akey, Sharon Harvey,

Absent: Jennifer Clark (ADRC representative)

1. Opening

- a. Bertagnoli called the meeting to order.

2. Consent Items

- a. Motion by Bebel second Akey to approve February '22 minutes. Motion carried.
- b. Motion by Akey second by Harvey to approve Feb/March/April '22 vouchers. Motion carried.

3. Public Comment

- a. Bebel discussed the need for a bathroom in the Enrichment Center portion of the building. This will be added to the May committee meeting to make it official and bring it to the next level.

4. Presentation 'Girls on the Run'

- a. Daniela Flanders and Deborah Keller gave a presentation on "Girls on the Run", a nonprofit organization dedicated to creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams. Their goal is to partner with the MEC to offer this program for the entire community. Director will be receiving more specific information on the requirements to determine if we can accommodate the program here. This program *may* be a great fit for the MEC's mission of enhancing lives and bringing generations together depending on the program's needs.

5. Operations

- a. Director discussed workshop series. Response has been good.
- b. April Craft Show results were strong. Director shared the extremely positive feedback given by both participants and the crafters/artists. Our craft shop had just shy of \$1000 in sales.
- c. Advertising - Director informed committee we are currently investing more funds for advertising. Our goal is now to try to *measure* the effectiveness of FB, radio, and print marketing.
 - i. Anderson's ideas included FB boosts and gathering info during our events/quilt raffle sales on how people heard of the event. Harvey mentioned banners.
 - ii. Bebel mentioned signs for the outside of our building to promote our weekly/monthly offerings. Director mentioned that our sign is set up already to add a *digital sign*. This would not only help the MEC in advertising but also could include the Festival Grounds. Director will reach out to Festival Grounds committee to discuss sharing in the cost. Anderson mentioned the tourism grant as a possible funding source.

6. ADRC

- a. Jennifer not present

7. Discussion

- a. SOAR analysis
 - i. Review/Update of **Strengths**. Ideas were as follows;
 - 1. City support
 - 2. Diverse programming
 - 3. Community Partnerships; UW-Extension, ADRC, Health Department, Aspirus, Compassus, etc.
 - 4. Community awareness – we are now know
 - 5. Dedicated Staff, volunteers, instructors – dedicated, competent and creative
 - a. Bertagnoli added that staff is welcoming and strong at pivoting when challenges are thrown at them... such as the pandemic. She also added that our staff is strong advocates for people.
 - ii. Review/Update of **Opportunities**
 - 1. Evening continuing education classes
 - 2. More staff if evenings become more of a demand than current payroll allows.
 - 3. Strengthen relationship with MAPS & Housing Authority
 - 4. More community awareness needed
 - 5. Serve more intergenerational audience
- b. Topics for next meeting
 - i. Review Aspirations section of SOAR for discussion
 - ii. Add staff restroom in MEC area of bldg.
 - iii. Discuss marketing committee progress
 - iv. Discuss community organizations requests e.g. Girls on the Run, Summer Solstice

8. Adjournment

- a. Motion to adjourn by Bebel, second by Blake.

The next meeting date is **May 19th at 2:15pm in the MEC Conference room**. *Vouchers will be available for review 10 minutes prior to meeting time.* Respectfully submitted, *TMrachek* Tammie Mrachek, MEC Director