



**Special Meeting Work Session
August 30, 2021**

Call to Order: The Board met in person at the Lodge. The meeting was called to order at 6:32 p.m. by Anita Gantner, Board Chairperson.

Roll Call: Maureen McGinty, Anita Gantner, Sandy Apidone, Jeff Deluca, and Art Gonzales, Mark Robeson

Also in Attendance: Park Director David Green, and approximately 12 attendees.

Work Session

Lodge Business Plan

Jeff Ramsey presented the findings of his business plan. Hard copies were provided to trustees as well. No funds from RJRD were used. Ramsey was paid with a \$5,000 grant. Mr. Ramsey began by stating that the lodge is in a great location of the park in relation to highways. He visited other local wedding venues. Talked about a commercial vs a warming kitchen. The caterers contacted commented that a warming kitchen is sufficient. Met with Dubick Fixtures - appliances 50+ years old and determined little value. Operations - 3 options that we have for the use of caterers; discussed pros and cons; met with 4 caterers (1 - party hires whomever they want; 2 - exclusive caterer; 3 - preferred caterer list). Ramsey's recommendation is to go with an exclusive caterer due to the current limited staffing at the preserve. Staffing of the lodge was discussed (event planner - promotion; on-site coordinator). Improvements with the HVAC, plumbing, electric, better signage, outdoor wedding areas, replacement of driveways) include about \$130,000 needed to be competitive with other venues. Air conditioning should be a priority. Other improvements can be completed along the way. If improvements are completed, Ramsey discussed income projections over the next 3 years. Mentioned the need to offer reduced rates for the Richfield residents. Mentioned other income revenue streams along with projections. Trustees were given the opportunity to ask questions.

Trustee Sandy Apidone introduced Shari Green as another option as we move forward.

Shari Green presented her proposal for the proposed Event Manager Consultant position. Hard copies were provided to trustees as well. She shared that she has over twenty years combined experience with special event programming. Shared her future vision for enhancing the lodge in order to rent out. Visions covered outdoor enhancements such as back patio pavers, lighting, firepit; indoor enhancements of lighting, drapery, increased social media and marketing presence, and her goals. She shared two pricing options for her services. Option one - hourly rate of \$50/hour and a 10% and option two - \$1,000 per month and a 10% commission on events booked. Trustees were given the opportunity to ask questions.

General discussion was held on pros and cons of exclusive vs preferred caterers and about entering into a contract with Shari Green.

Public Comment on Work Session:

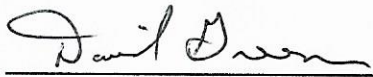
Comments included:

Adjournment:

MOTION by: Mr. Deluca and seconded by Mr. Gonzales to adjourn the meeting at 8:51 p.m.

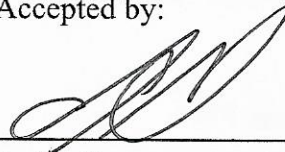
MOTION PASSED: Vote taken by voice, which was unanimous

Submitted by:



David Green, Park Director

Accepted by:



Anita Gantner, Board Chairperson