



City of Hudsonville – Advisory Committee

Minutes

January 13, 2021

Zoom

Members present: Greg Steigenga, Helen Cnossen, Ashley Prins Jennifer Blood and Jack Groot

Members absent: Matt Harris

Staff present: Patrick Waterman, Michelle Fare and Teri Schut

1. **Welcome:** Steigenga called the meeting to order at 3:00 p.m. and welcomed everyone.
2. **Consent Agenda:** There was a motion by Groot, support by Prins, and unanimous support to approve the consent agenda.
3. **Updates & Discussions:**
 - a. **Review SWOT goals for the Event Space**
 1. To be totally booked with community/private events as much as possible throughout the year.
 2. Look into how do we advertise our venue, specifically to business during the day/night week days. It was suggested to create a plan/or talk to business about their needs/wants at Terra Square for event rentals or business meetings. Another suggestion was to contact business who require training for their staff but may not have a place for the training (customer service training).
 3. Invest in a high qualified assistant to Market Manager, so there is less turnover and more consistency. It was asked for staff to look into cost analysts and bring findings back to the board.
 4. Have access to additional parking.
 5. Obtain a liquor license for cash bar ability. – Schut reviewed the March 2020 minutes for the board related to findings from the LLC. The board decided to table for 1 year.
 6. Get acoustics figured out for the market space. It was suggested to keep as a 3 year goal.
 - b. **Market Manager Report:** Schut reviewed the report with updates on Co-Work space and highlighted the current staffing situation.
 - c. **Restaurant:** Waterman gave an update on Bosco's Pub's progress. They had a target date of December to open but hopes now for February 1.
4. The meeting was adjourned at 4:00 p.m.