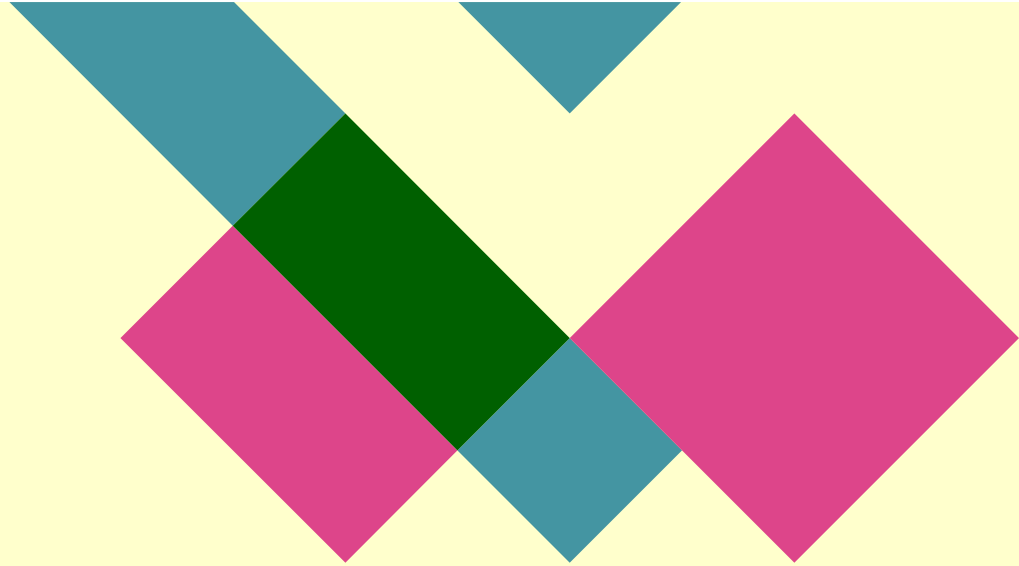


Pleasant Valley Community Center, Inc.

2025 Annual Meeting

Agenda

- Welcome and Introductions
- Approval of 2024 Annual Meeting Minutes
- Financial Overview
- Nominating Committee Report
- Strategic Plan Update
- Brand Introduction
- Discovery Process
- Closing Comments and Adjournment



Board Members

Roger Brown

Leann Burger

Kelly Campbell

Kristen Griffen

Brad Hopwood

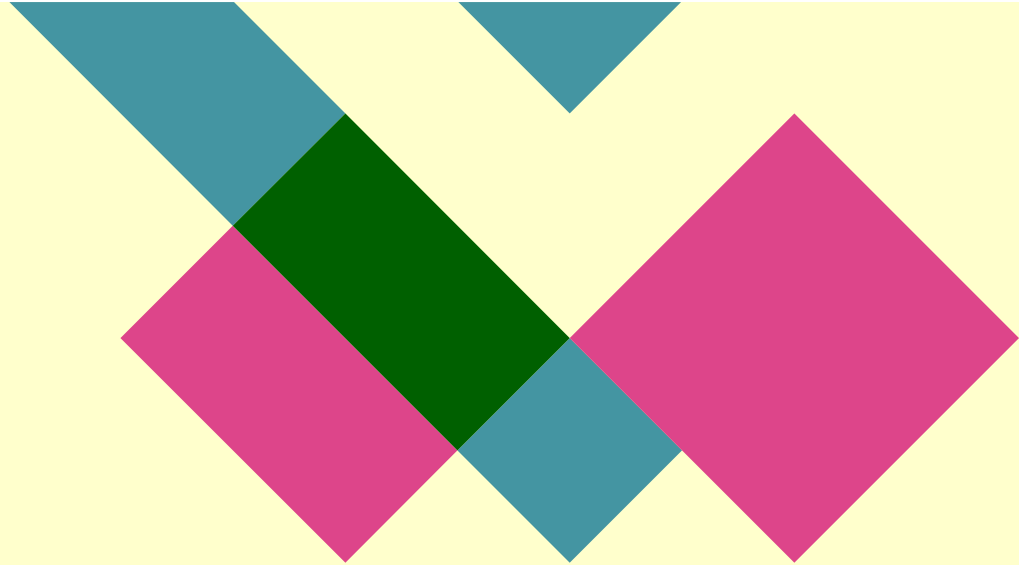
Jay Larson

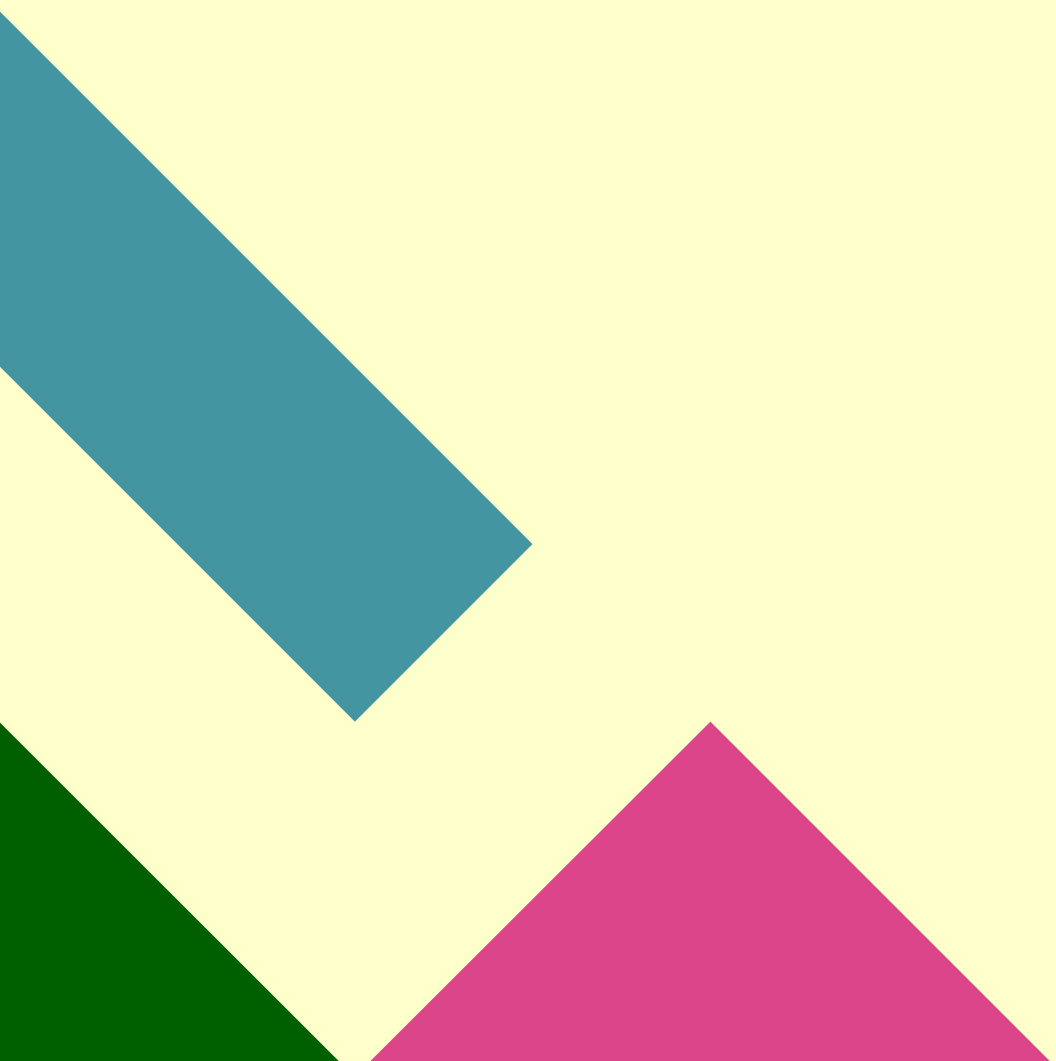
Mike Matteson

Terri McArthur

Brian North

Cyndy Wangbichler





Approval of 2024 Annual Meeting Minutes

Pleasant Valley Community Center, Inc. (PVCC)
2024 Annual Meeting Minutes
May 7, 2024, at 6:30 p.m.

Board Members Present: Tom Dunn, Kristen Griffen, Brad Hopwood, Jay Larson, Mike Matteson, Terri McArthur, Brian North, Cyndy Wangbichler

Board Members Absent: Roger Brown

Members Present: Roger Anderson, Bob Marshall, Nancy Marshall, Roxanne Matteson

The meeting was called to order at 6:35 p.m. by Cyndy Wangbichler. Cyndy welcomed all members attending the meeting followed by a self-introduction of everyone present.

Approval of 2023 Annual Meeting Minutes

MOTION: BRAD HOPWOOD/MIKE MATTESON moved to approve the Annual Meeting minutes of May 2, 2023. Motion carried.

Financial Overview

Kristen Griffen presented the 2023 Financial Overview which included the 2023 Budget and 2023 Actual number for the fiscal year. Capital projects totaled \$14,367.10 which included mini splits in the classroom and exercise room, outside electric panel, and a new AED. The 2024 budget was reviewed.

Nominating Committee

The Nominating Committee report recommends the election of Board Members as follows:

Current Board Members to be elected to a three-year term ending 2027: Kristen Griffen, second term; Terri McArthur, third term; and Cyndy Wangbichler, second term.

New Board Member to be elected to a three-year term ending 2027: Kelly Campbell, first term.

MOTION: BRAD HOPWOOD/BRIAN NORTH moved to approve the slate of nominees for election to the Board of Directors. Motion Carried.

Deb North and Tom Dunn were thanked for their service on the Board of Directors.

Review Highlights of 2023/2024

The Board participated in an open discussion of accomplishments during the past year.

Introduction of Strategic Plan

Anthony Rupard, Effect Size Consulting was the Strategic Plan Consultant. The process began in May 2022 with interviews and surveys of stakeholders. There were 113 total participants of 412 contacted. From August 2022 through October 2022 the framework of the plan was developed with work groups formed to develop the rationale for goals and the objectives in the five areas of Programming, Facilities, People, Funding, and Board Governance and Development were reviewed.

Use Statistics

Tom Dunn discussed a fundraising model and through graphs showed funding statistics and donations received since 2020. Additional graphs showed PVCC visits and participation since 2016. The average monthly visits in 2016 were 350, which has grown to 850 in 2023 for a total of 10,216 visits for last year.

The meeting was adjourned at 8:06 p.m.

Financial Overview

**Pleasant Valley Community Center
2024 Actual and 2025 Approved Budget**

	2024 Actual	2024 Budget	Variance from Budget	2025 Budget
Revenue				
Annual Fund	17,099.04	10,000.00	7,099.04	10,000.00
Arcadia Book Club	869.00	1,000.00	-131.00	900.00
Building Rental				
Bounce House	380.00	1,500.00	-1,120.00	600.00
Classes/Clubs	1,250.00	2,500.00	-1,250.00	1,500.00
Classroom Rental	150.00	200.00	-50.00	250.00
Gym Rental	1,070.00	1,500.00	-430.00	1,000.00
Library Rental	2,662.35	2,500.00	162.35	2,500.00
Wallbox	3,741.81	3,000.00	741.81	3,500.00
Total Building Rental	\$ 9,254.16	\$ 11,200.00	-\$ 1,945.84	\$ 9,350.00
Camp Dinner	15,573.00	15,000.00	573.00	15,000.00
Donations Individuals	4,978.92	5,800.00	-821.08	4,000.00
Donations Organizations	523.19	250.00	273.19	500.00
Event Donations	4,427.00	2,200.00	2,227.00	4,000.00
Farm Worker Appreciation	5,839.55	900.00	4,939.55	0.00
Fundraising				5,000.00
Grit & Gravel	2,391.51	2,500.00	-108.49	2,500.00
Interest Earned	381.42	300.00	81.42	400.00
Pickleball Donations	960.00	1,500.00	-540.00	1,000.00
Pickleball Play Group Donations	2,005.00	1,850.00	155.00	2,000.00
Pop & Water Donation	431.31	500.00	-68.69	450.00
Total Revenue	\$ 64,733.10	\$ 53,000.00	\$ 11,733.10	\$ 55,100.00
Cost of Goods Sold				
Pop & Water	402.80	425.00	-22.20	400.00
Total Cost of Goods Sold	\$ 402.80	\$ 425.00	-\$ 22.20	\$ 400.00
Gross Profit	\$ 64,330.30	\$ 52,575.00	\$ 11,755.30	\$ 54,700.00

Expenditures				
Advertising	2,515.00	564.00	1,951.00	3,540.00
Bank Charges	16.58	50.00	-33.42	50.00
Dues & Subscriptions	314.49	135.00	179.49	1,100.00
Event Expense	9,583.31	5,000.00	4,583.31	8,750.00
Fees and Licenses	632.42	600.00	32.42	750.00
Insurance	2,778.00	3,500.00	-722.00	5,345.00
Insurance - Worker's Comp	217.00		217.00	250.00
Insurance-Liability Grit & gravel	343.00	300.00	43.00	350.00
Legal & Professional Fees	650.00	650.00	0.00	650.00
Miscellaneous	-1.93	1,000.00	-1,001.93	1,000.00
Office Expenses	675.58	500.00	175.58	1,000.00
Payroll Expenses				
Taxes	659.43	4,000.00	-3,340.57	2,000.00
Wages	8,620.00	20,000.00	-11,380.00	20,000.00
Total Payroll Expenses	\$ 9,279.43	\$ 24,000.00	-\$ 14,720.57	\$ 22,000.00
Printing	506.81	500.00	6.81	2,600.00
Repairs & Maintenance	16,068.13	15,000.00	1,068.13	15,000.00
Pest Control	706.00	700.00	6.00	700.00
Total Repairs & Maintenance	\$ 16,774.13	\$ 15,700.00	\$ 1,074.13	\$ 15,700.00
Supplies	1,612.88	2,500.00	-887.12	2,500.00
Telephone	483.90	480.00	3.90	550.00
Utilities	6,466.95	6,000.00	466.95	6,500.00
Fuel	5,527.67	6,000.00	-472.33	5,500.00
Garbage & Waste	255.00	255.00	0.00	340.00
Internet	1,191.84	1,200.00	-8.16	1,300.00
Total Utilities	\$ 13,441.46	\$ 13,455.00	-\$ 13.54	\$ 13,640.00
Total Expenditures	\$ 57,524.06	\$ 68,934.00	-\$ 11,409.94	\$ 79,775.00
Net Profit/Loss	\$ 6,806.24	\$ (16,359.00)	\$ 23,165.24	\$ (25,075.00)

Nominating Committee Report

- Brad Hopwood, current Board Member
 - Second 3-year term ending 2028
- Zac Gilbert
 - First 3-year term ending 2028



Strategic Plan Update

Accomplished Goals & Objectives

Programming

- Communicate our activities and services more efficiently
- Capitalize on collaboration opportunities

Facilities

- Upgrade building lighting to LED
- Completed improvements to well/pump
- Pump and inspect sanitary septic tank and drain bed
- Remove and remediate underground waste oil tank
- Freshened the building with paint
- Completed a property survey of site

People

- Assess the need of adding a staff member

Board Governance and Development

- Evaluate the makeup of the board

Plan Update 2025-2028

MISSION

- The Pleasant Valley Community Center provides educational, fitness, social, and recreation opportunities for all

VISION

- To enhance the quality of life in our community.

Plan Update 2025-2028

GOALS

Identity and Image

- The Pleasant Valley Community Center (PVCC) will be known and respected throughout the region as the destination of choice for information, wellness, life-long learning, recreation, fun and friendships.

Programming

- The PVCC will meet the needs and interests of the community through a diverse offering of programming and services for all.

Board Governance, Volunteers, and Capacity Building

- The PVCC will be a professional organization with a dedicated, diverse board, sufficient staff and engaged volunteers to meet its goals.

Plan Update 2025-2028

GOALS

Facility

- The PVCC will preserve its assets and provide facilities that meet the growing needs of the community, aligning our planning with our demographics, greatest needs, and highest return on our mission.

Funding

- The PVCC will have a multi-faceted funding program to preserve its assets and sustain its mission into perpetuity.



Brand Introduction

Rightside Design Group

Converges the talent of creative professionals in brand strategy, positioning, graphic design, illustration, web design, videography, advertising and marketing promotion. We base our fundamental philosophy in thoughtful and efficient problem solving, creating effective visual solutions that communicate the unique identity and message of your organization.



Strategic Exploration



Audit of all existing marketing assets



Review of the PVCC strategic plan and results of the community survey

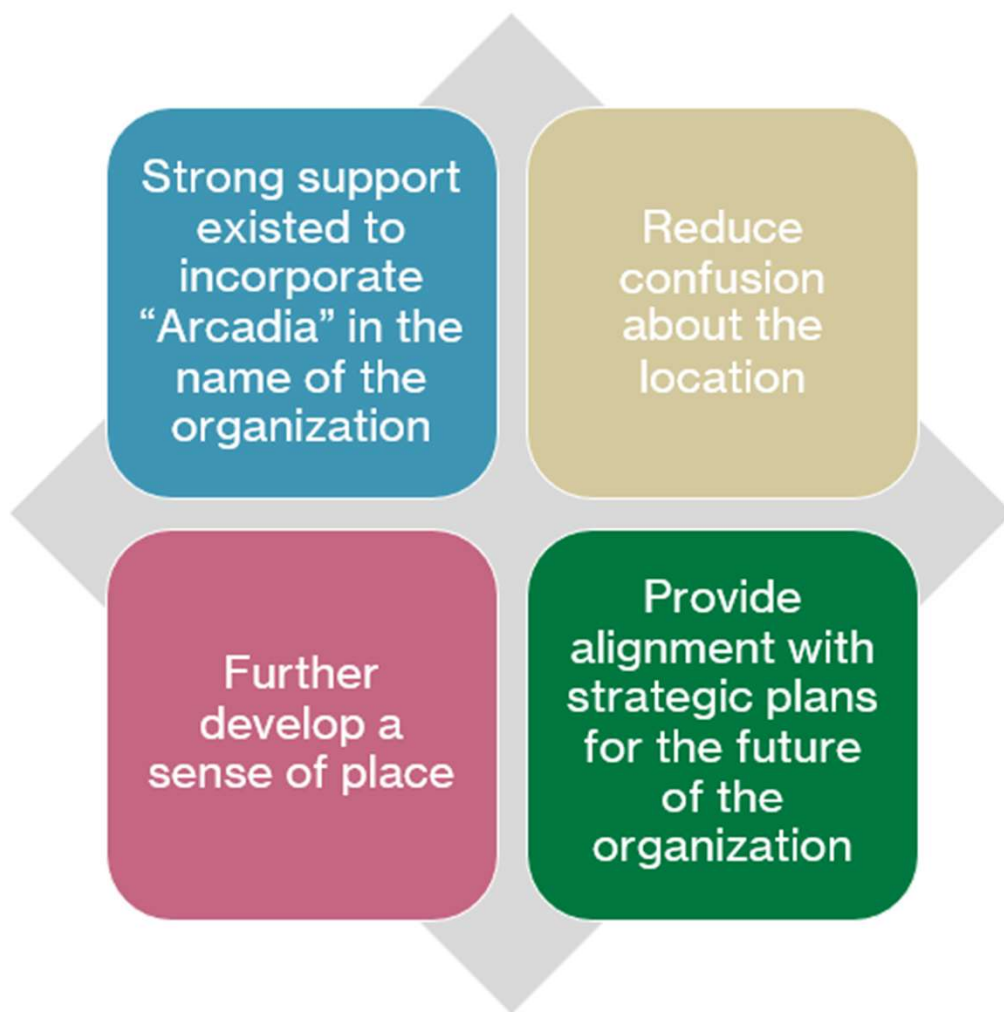


Feedback from board members about the strengths and weaknesses of the current brand



Walk the board through naming exploration

Priorities Defined





ARCADIA
COMMUNITY CENTER

RECREATION • EDUCATION • COMMUNITY

A New Name for the Center



This effort has culminated in the presentation of a new brand identification designed to reinforce the center's strengths in delivering recreational opportunity, quality programming, and a place for connection.

Tagline:

**Recreation.
Education.
Community.**



Recreation – Activities to enhance quality of life



Education – Programming to support life-long learning



Community – Engagement to support social wellbeing



Brand Implementation: What happens next?



Brand standards will be installed to ensure consistency



Brand elements will be integrated into the physical building



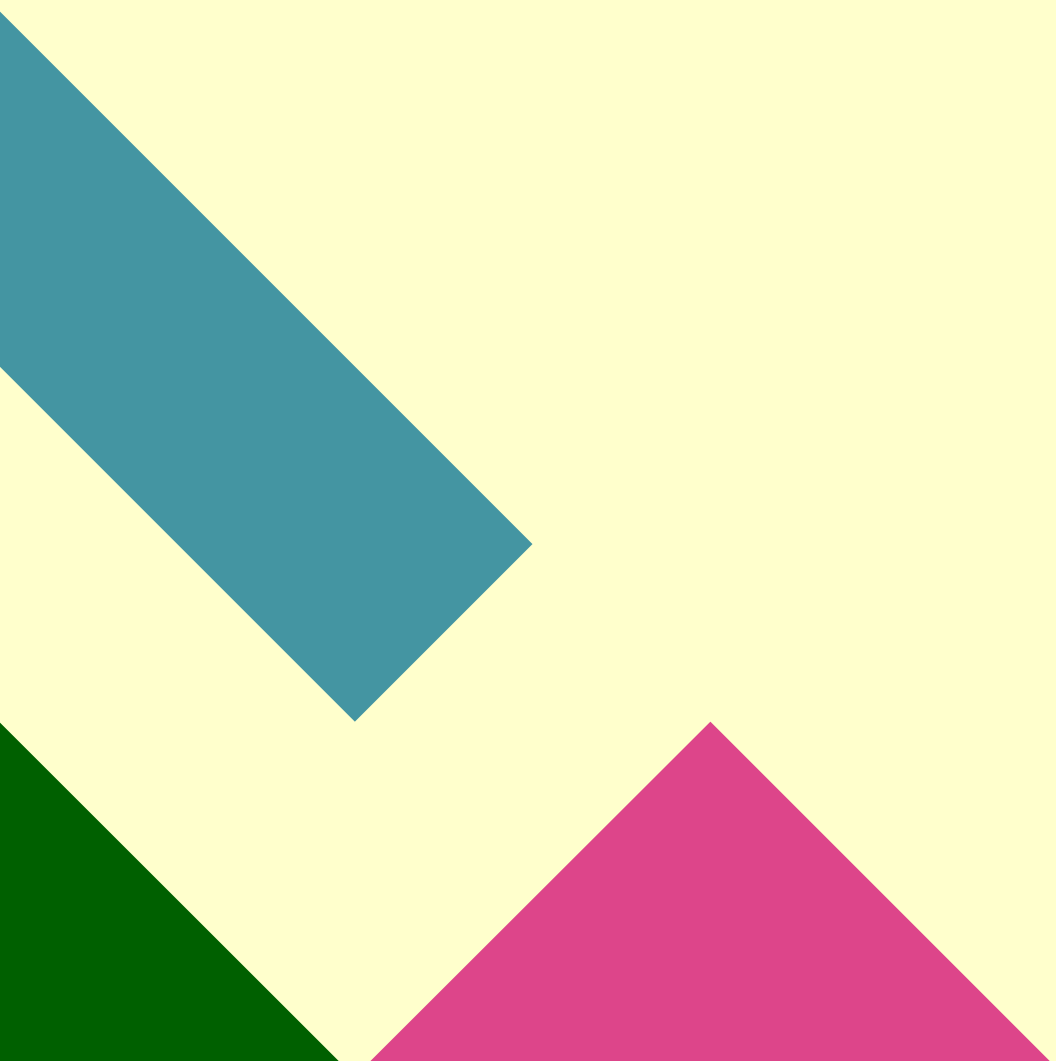
Exterior signage will be added to clearly identify the building



Digital assets will be redesigned (such as the website)



Print materials will be created to represent the Center going forward



Discovery Process and Conceptual Design

Michael Corby
Integrated Architecture

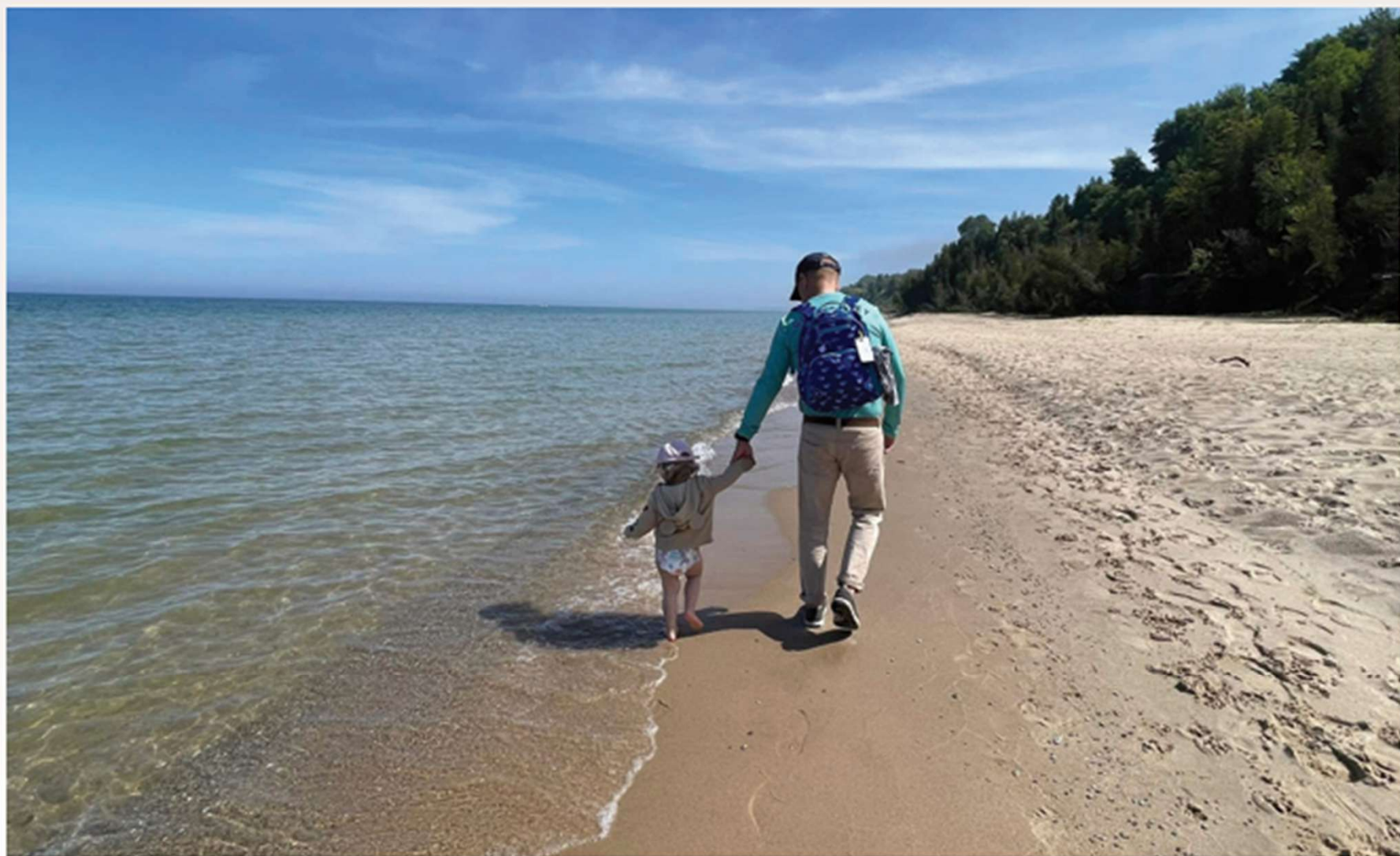
Mike Corby, FAIA

Co-Founder & Managing Principal



As a strong advocate for sustainable community development, I'm passionate about bringing together residents, stakeholders, and local leaders to create shared solutions grounded in local identity and needs.

I work closely with communities on projects that enhance infrastructure—such as senior resource centers, housing initiatives, and multipurpose community facilities—championing inclusive planning strategies that promote resilience, accessibility, and a strong sense of place.



FIRM OVERVIEW

We are an architecture firm that leads by design, aligning people and place with ideas and industry. We blend our knowledge of design with our understanding of how environments can shape behaviors and outcomes to create solutions for clients that respect the human impact of their life and work.

- Est. 1988
- Relationship & Design Driven
- Community impact central to our mission
- Large firm expertise with local small firm attention
- Vast experience across markets



COMMUNITY CONNECTION

We are deeply connected to the Northern Michigan community, both through **project experience** and **personal connection**.



Manistee Gateway



Benzie Senior Resources



Traverse City State Park



Filer Township



*Manistee Paine
Aquatic Center*



*Manistee Community
Foundation*

WORK PLAN TIMELINE



● = Building Committee Internal Meetings

PROCESS EXPECTATIONS & DELIVERABLES

KICKOFF

- Site and building analysis to determine site conditions
- Create a group/committee as the driving force behind the ideas and process
- Determine community stakeholders to include in process

DISCOVERY

- Vision statement
- Program statement
- Process document
- Preliminary cost estimate
- First community session
- Review past surveys & discussions

CONCEPTUALIZATION

- Explore ideas and feedback from discovery
- Engage stakeholders
- Confirm building programming
- Community session sharing initial concepts

REFINEMENT

- Cost testing
- Refine ideas
- Final community session presenting design concept

Approximately 6 Months

PVCC

Stakeholder Feedback

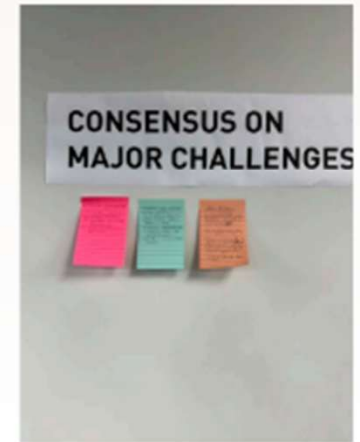
- Partner
- Community Member
- Board



7.11.2022
Anthony Rupard

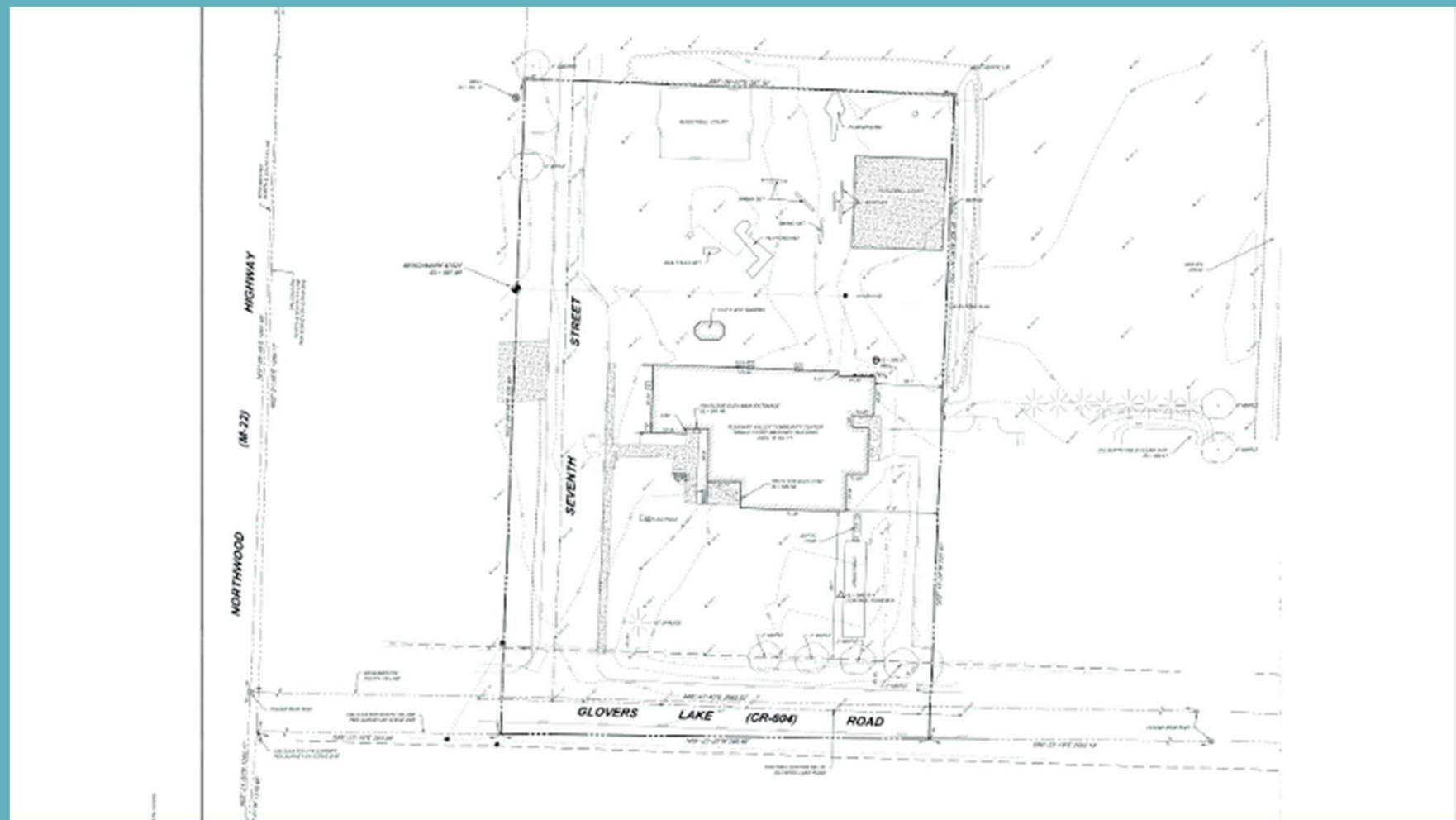
EFFECT SIZE CONSULTING

COMMUNITY SESSIONS



COMMUNITY SESSIONS







THANK YOU!



INTEGRATED
ARCHITECTURE

**Thank you for
all that you do
and your
continued
support.**

