

Facility Committee Minutes

11-1-2011

Weyerhaeuser School Library 7:00p.m.

Members Present: Al Brown, Dave Wierzba, John Huiras, Diane Huiras, Shirley Rouleau, Ken Jost, Larry Leff, Lisa Ippolite. Guest Presenters: Zach Hodgson and Taylor Gilbertson.

Meeting was called to order by Ken Jost. A motion was made by to approve the agenda by Dave Wierzba and second by Shirley Rouleau.

Larry Leff stated that he is getting questions from the community about what is happening with the Weyerhaeuser school, what our plan was for it, how much it is costing the district, and how long are we going to maintain it? Al Brown stated the decision is that of our committee, which as of our last meeting was to try and find a way to re-purpose it, and expand its usage. Al suggested that we move forward with our agenda and then make a decision as to what our vision is for the building and how long to move toward that vision.

Lisa Ippolite presented a summary of the usage of Weyerhaeuser building. The office area and former 6th grade classroom are being rented by the Village of Weyerhaeuser. They pay rent and are responsible for mowing the grass during the summer months. The kitchen has passed state inspection and is being rented by someone for a few days the beginning of each month. Various rooms are rented for one week about quarterly for field testing/training of new police officers. Other usages have been single time rentals of a space. Lisa also reported that we made \$7000.00 from the sale of old school stuff during Booster Days. A rental fee schedule was reviewed by the committee and it was decided to keep all fees the same at this point, and if demand picks up we could re-visit the fees.

Al Brown handed out a summary of operational expenses for the Weyerhaeuser building for 2010-2011. The total costs without staff salary/fringe was \$56,471.88, and with it was \$76,024.51. Ideas of how we could help offset these costs were shared. Someone raised the question about what was happening with the daycare we discussed last spring. Al reported that the district is hoping to open one in the old kindergarten room starting next fall. He said that they took a survey during P/T conferences last week, to verify the demand for one in Weyerhaeuser. If everything goes well next fall and they feel there is potential for long-term stability or growth, then they would look into remodeling the family consumer education room in the future. Dave Wierzba brought up the possibility of getting a Fab Lab (small business prototype). He said that he has talked to Andy Albarado who is the Rusk County Economic Development Director and Andy said that there may be grant money available for projects such as this. Another idea was trying to look into getting WITC to use the facility for adult education or other types of training.

Next, Al Brown introduced Zach Hodgson and Taylor Gilbertson. They are high school students in Brenda Kretschmar's marketing class who have chosen to assist in marketing our school. They have been meeting with Al during their free time up to this point to come up with ideas on how to market the building, and now they need to gather further information from this committee before they can move forward. Much of the discussion focused on who we want to focus our market on? Ideas for target

users were those who would use it for things such as the Wildlife Banquet, showers, birthday parties, reunions, meetings, music camps, quilting camps, sports camps, for rental of office space or storage space that is climate controlled, or even garage space. Other ideas were to market it as a potential use as a convention center for meeting groups of a larger nature, or assisted living center. We also want to promote the technological capabilities the building has to offer such as a distance education room, high speed Internet capabilities, rooms with multiple data drops. Taylor and Zach said that they would like to create a virtual tour of our facility that could be posted on the Internet for potential users to view. In order to do so, they wanted to know what we wanted that virtual tour to look like, what to include in it, and how to group the tour segments. Many committee members thought it should be divided into the following type segments: gym/cafeteria/kitchen area, technology education area, classrooms, and possibly garage storage.

Al Brown then presented a Web Design Plan and Proposal he obtained from Noah Michaelson of Moonlite Web Designs. The idea would be to hire Noah to create a website for marketing the Weyerhaeuser building, which would include the virtual tour developed by Zach and Taylor. Diane Huiras said that it would be a good idea to include such things as seating capacity, equipment, chairs/tables, etc. that is available in each room with the virtual tour. The committee was in favor of hiring Noah to create the website, and decided that we would pursue the marketing of the Weyerhaeuser building for a minimum of 3 years.

Ideas on a name for the facility were discussed. Ideas included using either Blue Hills or Weyerhaeuser in the name and adding on something like innovation and training center, or education center to it. There was also discussion of making a trifold to hand out to assist in the marketing process.

The final item of discussion was the budget for this project. We discussed the use of school district funds, and looking into the possibility of obtaining grant through Rusk County, and someone mentioned that AgStar will sometimes fund innovative ventures.

Our next facility committee meeting has been set for December 15, 2011 at 7:00 pm.