



MINUTES

Downtown Development Authority Meeting Thursday, November 9, 2017 7:30 a.m. Village Hall – EOC Room

I. Call to Order

Chairman **Draeger** called the meeting to order at 7:30 a.m.

II. Swearing in of New Member – Michelle Dixon was sworn in as a new member of the DDA.

III. Roll Call:

Present: Draeger (Chair), Heins (Vice-Chair), Dixon, Dull, Hanks, LaBelle (8:00) and Willison.

Staff Present: Chris Burns (Village Manager), Maryann Fonkert (Deputy Clerk), & Marv Hinga (Clerk/Treasurer).

Absent: Blake & Moore

IV. Approval of Minutes (9/14/2017)

Motion by **Heins**, second from **Willison**, to approve the Minutes of the September 14, 2017 regular meeting. All in favor, motion carried.

Yes: 6 No: 0

V. Approval of the Agenda

Motion by **Dixon**, second from **Willison**, to approve the amended Agenda, reversing the order of items A and B. All in favor, motion carried.

Yes: 6 No: 0

VI. Financial Reports – **Hinga** reviewed the finance report with the **Board**.

Motion by **Heins**, second from **Dixon**, to approve the Finance Report. All in favor, motion carried.

Yes: 6 No: 0

VII. Swearing in of New Member – Nicole LaBelle was sworn in as a new member of the DDA.

VIII. Business

A. Proposal for Whiz Bang! Training (Michelle Dixon) – **Burns** introduced Mr. Bob Negen from Whiz Bang! Training. **Dixon** explained that in working on ideas with Michelle **Hanks** and Manager **Burns** for a Village Adventure business crawl in the spring, they thought it would be great to have Mr. Negen come in, before the Village Adventure, and do a half day conference for the business owners in Spring Lake to give them tools to promote their businesses.

Mr. Negen gave a brief history of his experience and explained how he felt Whiz Bang! Training could help the Village businesses become a destination instead of a drive-thru community. Mr. Negen said that the name of the game was being responsible for your own success and that he specialized in giving business owners the tools to be successful.

The **Board** talked with Mr. Negen about his training conference and how it could be helpful to the business owners in the Village.

Hanks explained that they needed \$10,000 which would cover \$1,500 for branding, \$2,000 for a website, and \$2,500 for Whiz Bang! Training and that would leave \$4,000 for the Village Adventure. **Burns** explained that the DDA had set aside \$10,000 for branding, but since they were not yet ready to launch a branding campaign before June 30, 2018, asked the **Board** to consider using that \$10,000 to fund these expenses.

Willison asked how much it would cost business owners to attend the training. **Dixon** said they were thinking \$40 per business owner and this would include lunch. Mr. Negen recommended \$49 per business owner and if anyone was not 100% satisfied, he would give them their \$49 back plus an additional \$100. **Draeger** suggested that Spring Lake Township business owners also be invited since they faced the same challenges as the Village.

Motion by **Heins**, second from **Hanks**, to approve the request from Michelle Dixon and Michelle Hanks for \$10,000 to be used as follows, \$2,500 for Whiz Bang! Training, \$1,500 for branding, \$2,000 for a website, \$4,000 for the spring Village Adventure. All in favor, motion carried.

Yes: 7 No: 0

B. Village Adventure Update (Michelle Dixon & Michelle Hanks) – **Dixon** explained the ideas that she, **Hanks** and **Burns** had come up with for a business crawl in the spring and how it would work. **Dixon** felt that having Whiz Bang! Training before this event would be helpful to the business owners by

giving them tools to drive customers to their businesses. The **Board** discussed the ideas for this event.

- C. Façade Grant Request – 228 W Savidge St. – **Burns** brought the Board up to date on Paul Pugsley's (Lazy P LLC.) progress with his restaurant and request for a Façade Grant. The **Board** discussed this request and agreed this would be a good use of grant funds.

Motion by **Dixon**, second from **Willison**, to approve a \$5,000 Façade Grant to Lazy P LLC. All in favor, motion carried.

Yes: 7 No: 0

- D. Downtown & Pathway Lighting Upgrades – **Burns** reported that 4 lights had been changed out to give an idea of what lighting options were available to switch to LED lighting. **Burns** said they would also be replacing the rotting wood light posts along the trail with aluminum posts and LED lighting. **Hinga** said that he had walked the trail and counted 56 lights and posts that would be replaced for an approximate cost of \$156,000. **Hinga** explained that 14 of the light poles, between Rotary Drive and Lake Avenue, were within the DDA District boundaries, so they were hoping that the DDA would endorse contributing 25% of that \$156,000 cost. **Burns** explained that they would also be looking for grants from Consumers Energy and the Community Foundation and there would also be a payback from energy savings using LED lights. The **Board** discussed options for this project.

Motion by **Dull**, second from **Dixon**, to contribute 25% of the cost of the pathway lights. All in favor, motion carried.

Yes: 7 No: 0

- E. Master Plan Community Engagement Meeting (12/5/2017) – **Burns** encouraged the **Board** to attend the December 5 Community Engagement and asked each member to take postcards and invite 5 people to also attend.

- Update of Joint Meeting held 10/24/2017 - **Draeger & Dull** gave an overview of the joint meeting for those that were not able to attend.
- Survey – **Burns** asked the **Board** to go on-line and participate in the survey that basically asked what their vision was for the Village.

- F. Miscellaneous Updates – **Burns** reported that there was a new investor of property in the downtown district, but they were not ready to go public yet so she could not elaborate further at this time. **Burns** updated the **Board** on other properties, including the Fleetmeyer property that was sold to Chris Lisowicz and being demolished and the DeLass property was also sold to Lisowicz but

would stay open for one more year and that the Antique Mall was quietly for sale.

Draeger suggested they look at the grant process and structure it with more money to be used for something that was more in keeping to what they want the Village to look like and not to be used for deferred maintenance.

Burns handed out a proposal from a local photographer that business owners could hire for professional marketing photos.

IX. Adjournment:

There being no further business the meeting was adjourned at 9:17 a.m.

Louis Draeger, Chairman

Maryann Fonkert, Deputy Clerk