



MINUTES

Downtown Development Authority Meeting Thursday, November 8, 2018 7:30 a.m. Village Hall – EOC Room

I. Call to Order

Chairman **Draeger** called the meeting to order at 7:44 a.m.

II. Roll Call:

Present: Draeger (Chair), Blake, G. Hanks, LaBelle, Moore, Willison (8:04), and M. Hanks (Council Liaison).

Staff Present: Chris Burns (Village Manager), Angela Stanford-Butler (DDA Director) and Maryann Fonkert (Deputy Clerk).

Absent: Heins, Dixon and Dull

III. Approval of Minutes (10/11/2018)

Motion by **Blake**, second from **Moore**, to approve the Minutes of the October 11, 2018 regular meeting. All in favor, motion carried.

Yes: 6 No: 0

IV. Approval of the Agenda

Motion by **M. Hanks** second from **LaBelle**, to approve the Agenda as presented. All in favor, motion carried.

Yes: 6 No: 0

V. Financial Reports – Draeger asked if the amount of money spent on professional services was primarily engineering for Exchange St. reconstruction. **Burns** said yes and that some might have been for pathway lighting, but she would verify that with Hinga. **Draeger** asked if the DDA fund was charged for all professional services including those associated with water/sewer. **Burns** said that Hinga broke those costs out using a complex percentage to spread the costs over the appropriate funds.

Motion by **LaBelle**, second from **Moore**, to approve the Financial Reports. All in favor, motion carried.

Yes: 6 No: 0

VI. Business

- A. Karla Constantine speaking for the Heritage Festival Committee – Ms. Constantine requested the DDA Board become more involved with the Heritage Festival by adding an event that would coincide with festival week. Constantine said that the DDA used to be involved years ago.

Draeger said that he thought they could come up with something and suggested the Heritage Festival Committee ask Council to also be involved as well. **G. Hanks** asked how they would have the DDA be involved? Constantine asked if they had seen the list that had been brought to the last meeting requesting sponsorships? **Board members** said that they had. **M. Hanks** said that from a volunteer standpoint, they could help, but from a financial standpoint, they did not have a budget for Heritage Festival. Constantine asked where the money had come from when the DDA was involved in the past? Constantine said they were looking for the DDA to put on an event that would coincide, and/or maybe volunteering at the festival by checking ID's at the gate, taking money or helping on Family Fun Night with games. Constantine said that in the past DDA had purchased brats and buns and sold them on Friday and Saturday night. **Burns** said that purchase was not a lawful expenditure and that she had offered to help promote their events and was told they didn't need help marketing. **Stanford-Butler** said they could possibly assist with recruiting volunteers. Constantine said maybe someone could be a co-chair or solicit sponsors or help with marketing. **Stanford-Butler** said she would be happy to share the Heritage Festival information with the Village business owners, letting them know volunteers were needed and if the Heritage Festival Committee created events on Facebook and named the Village a co-host it would automatically add that event to the Village Facebook page to help promote it.

- B. Trail Town Designation Revisited – Joint Meeting w/Harry Burkholder, January 15, 2019 – **Stanford-Butler** shared that they would be holding a joint meeting with the DDA, Parks & Recreation Board, Village Council, Friends of the North Bank Trail, Crockery Township and the Manager and Assistant Manager from Coopersville on January 15, 2019 at Barber School at 6:30 p.m. **Stanford-Butler** said that Harry Burkholder would be the speaker and this would be very insightful and enlightening for everyone while helping the Village work towards a Trail Town Designation. **Burns** said the benefits to the downtown merchants would include a free marketing perspective, because if it was a Pure Michigan Trail Town Designation, then the Village would receive a lot of in-kind support by having that designation. The **Board** discussed the benefits of the Village and surrounding municipalities becoming Pure Michigan Trail Town Designations.

- C. GHACF Mixer Field Grant (Whistle Stop Mural) - **Stanford-Butler** reported that the Village had an opportunity to apply for a grant through the Grand Haven Area Community Foundation to help fund a mural to be painted on the back of the building that faced Whistle Stop Playground. **Stanford-Butler** explained that the mural had been recommended by Sgt. Kik and Deputy Allard because it had been proven that Community Policing Through Environment Design

(CPTED) gave the feeling of being watched, which cut down on crime. **Stanford-Butler** said a mural would also integrate art in the Village. **Burns** explained that the mural was estimated to cost about \$10,000, so they would be asking for \$3,500 from the Mixer grant, apply for \$3,000 from the North Bank Communities Fund, and Rotary had about \$2,500 to give each year, that they would apply for. **Burns** said they hoped other businesses along the trail would join in and add a mural to the back of their building. The **Board** discussed ways to choose the artist for the mural.

- D. WhizBang! Customer Service Training, January 9, 2019 – **Stanford-Butler** shared that Bob Negen was scheduled to provide training for Village business owners on January 9, 2019, focusing on customer service this time. The **Board** discussed the cost per person to cover Mr. Negen’s fee, which was the same cost as last year.
- E. Downtown Redevelopment Update – **Burns** updated the Board on the Epicurean Village project, the Citco building redevelopment, VanKampen’s additional property purchases, Holiday Inn’s remodel, Peel Brothers property purchase, the Townships corridor improvement project and Fuel (the old Chan’s property) .
- F. Miscellaneous – **LaBelle** asked when the lights on Lakeside Trail would be programed to come on at the same time in the evening. **Burns** said she would have the settings checked.

Burns shared that Lou Draeger and Vince Blake were stepping down at the end of this year when their terms were up, and Gary Hanks and Jim Willison’s terms were also up but they were reapplying. **Burns** said that Lesley Van Leeuwen-Vega and Bruce Callen had applied for those positions.

Burns explained that Andy Dull had created a banner schedule to switch out banners throughout the year and that Dull has also agreed to create new Holiday banners for next year. **Burns** said that Dull suggested school spirit themed banners for fall and spring and hoped to get the school on board to pay for them.

VII. Adjournment:

Motion by **Willison**, second from **Blake**, the meeting adjourned at 8:58 a.m.

Yes: 7 No: 0

Lou Draeger, Chairman

Maryann Fonkert, Deputy Clerk