



MINUTES

DDA Meeting
Thursday, January 10, 2019
7:30 a.m. Village Hall – EOC Room

Call to Order

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

Roll Call:

Present: Heins (Chair), Dull (Vice-Chair), Callen, Dixon (7:35), Moore, Van Leeuwen-Vega (7:34), Willison

Absent: G. Hanks, LaBelle and M. Hanks (Council Liaison)

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

Approval of Minutes (12/13/18)

Motion by **Willison**, second from **Moore**, to approve the Minutes of the December 13, 2018 regular meeting. All in favor, motion carried.

Yes: 5 No: 0

Approval of the Agenda

Motion by **Dull** second from **Callen**, to approve the Agenda as presented. All in favor, motion carried.

Yes: 5 No: 0

Financial Reports

Burns reported that the Mill Point Park repaving project had been reviewed by the engineer and it was determined to be more involved due to the high-water table and therefore more costly than first estimated. **Burns** said the estimates were being worked on and she would bring those to the Board in February or March.

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

Yes: 6 No: 0

Business

A. 2019/2020 Strategic Planning and Goal Setting – The **Board** discussed their Goals and Objectives for the next fiscal year.

The top 5 Strengths included:

1. Redevelopment,
2. Downtown Events
3. Traffic Counts
4. Sustainability
5. Grant Offerings (Façade & Fire Suppression)

The top 5 Weaknesses:

1. Outdated Design Manual
2. Monospecies of trees/plants
3. Brownfield sites
4. Small Village Hall staff
5. Current “Brand”

The top 4 Opportunities:

1. Art in the Park
2. Brownfield funding thru Ottawa County
3. Sustainability education
4. Village Adventure.

The top 5 Threats:

1. Traffic Counts
2. Recreational Marijuana
3. Redevelopment
4. Rumors/“Fake News” (GHI)
5. Bureaucracy.

The 2019/2020 Goals were:

1. Branding
2. Design Manual
3. Extension of Art in the Park
4. Redevelopment visible
5. Sustainability Plan

B. 2019/2020 Holiday Banners, Schedule, and Decorations (Dull)

Dull shared the banner template and designs that he and his staff had created along with a draft banner schedule for hanging them throughout the year. **Dull** said the Banners, so far, included Holiday, Snow Jam, Spring Lake Public Schools, Arbor Day, Heritage Festival, Spring Lake Village “Life” and then back to Spring Lake Public Schools. **Dull** said that additional banners could be added at any time and explained the design space on the banner template to keep the designs consistent. The **Board** discussed the amount the non-profits should pay for their banners and

install. The **Board** also discussed the Holiday decorations and opted to stay with the poinsettia's for now.

Motion by **Van Leeuwen-Vega**, second from **Dixon**, to approve the banner templates and hanging schedule. All in favor, motion carried.

Yes: 7 No: 0

- C.** Village Adventure – May 3, 2019 - **Stanford-Butler** shared that this year's Village Adventure would be wrapped into Bike Week and would be held May 2nd through May 4th. **Stanford-Butler** said that Thursday, May 2nd would be the Kickoff Party, Friday, May 3rd Village Adventure, which would encompass all the businesses that want to participate and then culminate at Seven Steps Up where drawings would be held along with the Big Kids Bike Bash, and then end with a picnic on Saturday, May 4th. **Stanford-Butler** said that the big change for this year would be that any business that wants to, can set up a table and participate at the picnic and people could drop their tickets into the bucket for the specific bike they wanted. **Stanford-Butler** said the tickets would be drawn throughout the picnic instead of waiting to draw them all at the end.
- D.** Zoning Ordinance Update – Lukas **Hill**, Village Zoning Administrator, explained that the Core District and Eastern Entryway District had very clear architectural standards but there were no architectural standards from Park Street west and from Buchanan Street to the east. **Hill** said that **with** some major developments in the near future, **such as** Barrett's and Holiday Inn, the fact that there were no architectural standards in place brought to his mind, the situation on Monarch Street with a 40-foot storage building across the street from **residential** homes. **Burns** explained that the Holiday Inn **owner** was looking at building an additional different brand of hotel to complement the Holiday Inn and there were no design standards for that. **Hill** said that the Planning Commission had a range of latitude when it came to reviewing plans, but the criteria was very broad, so it was a challenge compared to the clear standards of the established Eastern Entryway and Core districts. **Hill** asked the Board if they would like to discuss this or make a recommendation to Council or the Planning Commission. **Burns** said if the Board was interested in consistency in the design standards, **now** would be the time to send a recommendation to the Planning Commission. The **Board** agreed they would like design standards for those areas and would like to discuss **it** in more detail at the next meeting. **Hill** suggested a resolution from this Board to the Planning Commission recommending design standards. The **Board** agreed a resolution would be a good idea.
- E.** Bob Negen WhizBang! Recap – **Stanford-Butler** shared that WhizBang training had gone well and had 21 in attendance. **Stanford-Butler** said that moving forward, they would have to decide if and when they want to hold

more training sessions, since they are not able to recover the costs and the DDA had subsidized those costs.

- F.** Art in the Park - **Stanford-Butler** reported that \$23,000 of the \$30,000 had been raised so far and that a fundraiser was being held at Jumpin Java on Thursday the 24th with Sgt. Kik and Deputy Allard as Celebrity Barista's. **Stanford-Butler** also said the Facebook page was doing great.
- G.** Epicurean Village – **Burns** reported that Ms. VanKampen continued to work behind the scenes and the next site plan review would be at the February 26th Planning Commission meeting. **Heins** said he had heard that demolition would be in April.
- H.** Tanglefoot Park – **Burns** shared the preliminary list of individuals to sit on the Redevelopment Research Committee with Progressive AE. **Dull** and **Callen** agreed to sit on this committee.
- I.** Miscellaneous – **Burns** shared a map showing the proposed parcels for the Commercial Redevelopment District that would be going to Council for their approval. **Burns** explained how these parcels would have potential to qualify for tax incentives.

Burns reminded the Board of the Trail Towns meeting on January 15th.

Burns reported she would be touring a downtown building with the Economic Development arm of the Chamber, Ryan Kilpatrick and a potential investor.

Burns also reported that she was one of four new Library Board members and they hoped to do more collaborating to reduce the tax burden for residents and businesses when their bonding issue came up in 2020.

There being no further business, the meeting adjourned at 9:07 a.m.

Doug Heins, Chairman

Maryann Fonkert, Deputy Clerk