



## MINUTES

**DDA Meeting**  
**Thursday, August 8, 2019**  
**7:30 a.m. Village Hall – EOC Room**

### **I. Call to Order**

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

### **II. Roll Call:**

Present: Brown, Callen, Dixon, G. Hanks, Moore, Van Leeuwen-Vega, Willison and M. Hanks (Council Liaison).

Absent: Heins (Chair) and Dull (Vice Chair)

Staff Present: Chris Burns (Village Manager)

### **III. Approval of Minutes:** 7/11/2019 Regular meeting.

Motion by **Dixon**, second from **Willison**, to approve the minutes of the July 11, 2019 Regular meeting. All in favor, motion carried.

Yes: 8                      No: 0

### **IV. Approval of the Agenda**

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

Yes: 8                      No: 0

- V. Financial Report – Burns** said that there was a lot going on but since this was the first month of the FY everything was good. **Burns** said that the agreement with Progressive AE that had been approved was not a budgeted item so Hinga would be creating a budget adjustment for Council to approve.

### **VI. Business**

#### **A. Downtown Design Manual “add-ons” from the Chesapeake Group – Burns**

**Burns** introduced Pete Lazdins from Progressive AE. Mr. Lazdin explained that they felt that, as part of the Downtown Design Manual, it was important to hire a firm to do a market analyses to look at the Village of Spring Lake from a marketing, economic and retail standpoint. Mr. Lazdin said that they had worked with the Chesapeake Group, located in Baltimore, for years on several Michigan projects and had received three different suggested proposal “add-ons” but the “add-ons” had inadvertently been missed in the original approval of the Progressive AE proposal. **Burns** explained that the Board could choose which, (or all) of the “add-ons” they would like included in the proposal. Mr. Lazdin placed a phone call to Howard Kohn of the Chesapeake Group

so the DDA could ask Mr. Kohn any questions that they had. Mr. Kohn explained what information would be gained by each of the “add-ons” should the DDA chose to include them. The **Board** discussed these “add-ons” with Mr. Kohn and the benefits of each. Mr. Kohn said that the information gained would play into the Design Manual that Progressive AE was producing and also the Branding function that was being worked so, in light of the Branding process already in progress, he recommended that the 3<sup>rd</sup> add-on was not necessary. The **Board** discussed the importance and benefits of a market analyses.

Motion by **M. Hanks**, second from **Dixon**, to approve \$9,500 for a Market Analysis and Economic Impact as the “add-ons” from the Chesapeake Group for the new Downtown Design Manual. All in favor. Motion carried.

Yes: 8                      No: 0

**B. DDA Meetings move to Tuesdays at 7:30 a.m. discussion –**

Motion by **Dixon**, second **Willison**, to approve moving the DDA meeting day to the second Tuesday of the month. All in favor. Motion carried.

Yes: 8                      No: 0

**C. Art in the Park Reveal 9/12/19 invitation – Burns** shared that the Art in the Park reveal would be held on September 12, 2019 and that Donors and VIP’s would receive a personal invitation for a 1-hour pre-reveal before the general public. **Burns** said that a Call to Artist would be going out soon for a sculpture for Gary and Vicki Verplank and there would likely be funding leftover for another mural. **Burns** reported that Stanford-Butler had 5 grant applications or letters of interests out there for other opportunities that could present themselves, one of them being a collaboration with the high school art class to do something that ties in with music and culture at Seven Steps Up.

**D. Miscellaneous – Burns** reported that Council would be discussing the proposed plan for Tanglefoot and Mill Point Parks and the grant application to the DNR Trust Fund that Progressive AE would help write.

**VII. Adjournment**

Motion by **Moore**, second from **G. Hanks**, the meeting adjourned at 8:28 a.m. All in favor, motion carried.

Yes: 9                      No: 0

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Dr. Jim Moore, Acting Chair

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Maryann Fonkert, Deputy Clerk