



MINUTES

**DDA Special Meeting
Thursday, June 6, 2019
7:30 a.m. Village Hall – EOC Room**

I. Call to Order

Chairman Heins called the meeting to order at 7:30 am.

II. Roll Call:

Present: Heins (Chair), Dull (Vice Chair), Callen, G. Hanks, Moore, Van Leeuwen-Vega, Willison and M. Hanks, (Council Liaison)

Absent: Dixon

III. Approval of the Agenda

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

Yes: 8

No: 0

IV. Business

A. Review of Branding Agencies

Stanford-Butler explained that Bill Cousins had based his recommendations on experience with the agencies, who they had succeeded with and what their costs were, but from her years of experience with advertising and branding she felt his first choice, New Moon Creative, proposal of \$10,000, did not produce the quality level of work that we were looking for. **G. Hanks** said that when the low bidder was 50% lower than the next one, he automatically discounted them. **Stanford-Butler** said that when it came to identities, you get what you pay for. **G. Hanks** said he didn't know any of the companies from out of town and he liked someone that knew the community and had done great work for the community and was close by for questions and had a stake in the community. **M. Hanks** said that Andy Dull was here and in our downtown and had the best work that they had seen, and he had a stake in what happened. **M. Hanks** said she knew they had to go through this process but Dull was her first choice. **Heins** said he went through the same thing and kept coming back to Dull. **Moore** said it spoke to what they could expect down the road because creating a logo was useless if they had it on stickers that stick on a wall if they didn't do

what Muskegon did, which was throw money at it, which worked, they used it and there were ads everywhere. **Moore** said creating the logo was step one and creating the branding was as important as step one but not the be all end all. Then **Board** discussed the other proposals and felt that Dull was the most qualified after having worked with him in the past and he would not have to waste time and money on getting to know the community. **Moore** asked if there was money in the budget for branding. **Heins** said they should have 7 or 8% for branding. **Burns** said that their money was their money, so they could amend the budget how they would like.

Motion by **M. Hanks**, second from **Callen**, to approve Concept A Creative for branding for an amount not to exceed \$19,850. All in favor, motion carried.

Yes: 7 No: 0 Abstain: 1 Dull

- B. Questions & Answers – above
- C. Vote or Determine Next Steps -
- D. Miscellaneous – **Burns** updated the Board on the Epicurean Village.

V. Adjournment

Motion by **Moore**, second from **Callen**, the meeting adjourned at 7:47 a.m. All in favor, motion carried.

Yes: 8 No: 0

Doug Heins, Chairman

Maryann Fonkert, Deputy Clerk