



MINUTES

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

I. Call to Order

Chairman **Heins** called the meeting to order at 7:32 a.m.

II. Roll Call:

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

Absent: Moore (was called away on an emergency)

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

III. Approval of Minutes: 9/10/2019 Regular meeting.

Motion by **Callen**, second from **Willison**, to approve the minutes of the September 10, 2019 Regular meeting. All in favor, motion carried.

Yes: 9 No: 0

IV. Approval of the Agenda

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

Yes: 9 No: 0

V. Financial Report – Burns shared the financial report with the Board. **Heins** asked about the 769% in operating supplies. **Burns** said she would ask Hinga, but she thought it was a budget adjustment that needed to be made.

VI. Business

A. Downtown Redevelopment Presentation – Burns shared a presentation outlining the redevelopment of the proposed donation of 109 S. Jackson from Kim VanKampen acting on behalf of Savidge Two LLC. **Burns** explained that since the intent of accepting the donation from Ms. VanKampen was to sell the property for redevelopment, RFPs had been solicited and one had been received from ARM (owned by Brandon Brown & Eric Wolff) for a proposed purchase price of \$110,000 with potential investment of \$785k to \$925k. **Burns** went over the initial investments of Ms. VanKampen's property purchases throughout the Village and what the potential tax revenue would be. **Burns** explained that Ms. VanKampen was not asking for any tax abatements as she would rather those grants be saved for other business owners; her intent was to spur other redevelopment downtown. **Burns** said that one of the things that Council would be contemplating at their next meeting was, in exchange for

the donation of 109 S. Jackson, the proceeds generated from the sale (\$110,000) would be used to offset any losses in revenue from Tanglefoot Park and also tax revenue from Epicurean Village be reinvested specifically in the 2 blocks downtown. **Burns** explained that one of the other trades that Council had contemplated was whether or not the pocket park on Savidge would remain Village property. **Burns** said that the Pocket Park had a very restricted deed that required it to remain open to the public, not to be fenced in, and Ms. VanKampen was required to maintain it and maintain liability insurance on it. **Burns** said this would put that parcel back on the tax roll. **Burns** shared how redeveloping Tanglefoot would meet the 6 of the goals for the DDA Master Plan that was adopted in March of 2019. **Burns** also shared the deed restrictions attached to Tanglefoot Park and that leasing it was actually violating the intent of the gift of the park, but per legal opinion in 1974. Even though the intent was not being met, the park had been leased for so long, chances were, it would not have standing in court; that would be something the DDA and Council would have to contemplate. **Burns** said that, in summary, they were looking at \$11,000,000 investment from Ms. VanKampen with an estimated increase in property taxes of \$82,000. **Burns** shared the DDA market analysis preliminary report which showed that there was the potential for the space at Tanglefoot to be rented. **Burns** asked the DDA to review the proposed Resolution supporting the acceptance of 109 S. Jackson, the redevelopment of Tanglefoot Park and the revenues generated from all of Ms. VanKampen's developments which would be used to help supplement what needs to be done in the core downtown. The **Board** discussed the donation, RFP and analysis and agreed they wanted to move in this direction.

Motion by **M. Hanks**, second from **Dixon**, to adopt Resolution 2019-01, a Resolution supporting the acceptance of 109 S. Jackson St. as a donation from Savidge Two, LLC. and with the understanding that it would be redeveloped in order to add vibrancy to the downtown development district and improve the quality of life for Village residents All in favor, motion carried.

Yes: 9 No: 0

B. Branding Presentation – Andy Dull, Concept A Creative Studio, shared his final Brand Proposal with the Board and read through the new Village Mission Statement he and his team had created. **Dull** shared logo options 1 and 2 and explained what they represented and the tag lines that went with them.

The **Board** discussed the designs. **Willison** said he was hoping for something other than a sail boat. **M. Hanks** preferred option 2 but felt it was not quite there yet. **G. Hanks** said that he didn't understand what the logo was supposed to represent, and that it had to be explained to him. **Dull** said that having to think about the meaning isn't always a bad thing. **Heins** said that it sounded like the majority was partial to option 2 and asked if the Board could send Dull their thoughts. **Dull** said he could put together a PDF of the options they had tried and didn't make the presentation, but if they wanted something more, there would have to be a new contract because their budget was maxed out. **Willison** asked if there had been any ideas that didn't include a sail boat. **Dull** said none that made the presentation. **Dixon** said it took her a long time to see the sail boat, that she saw an evergreen tree and there weren't really that many evergreen trees here and, to her, the logo looked industrial like it belonged on a manufacturing building. **Van Leeuwen** noted that, as they had already discussed, the logo also needed to work in black and white. **Burns** said she thought the tag line "Discover Where Nature Smiles" might be less controversial and safer for those that

don't like change. **Heins** asked Dull what he wanted them to do with this. **Dull** said his firm was hired to create identities and his marketing committee was comfortable with and liked these 2 directions and if the committee were here, they would vote strongly one direction or the other and feel confident that one of these could be the Spring Lake logo from here on out. **Dull** said this was a lot of people to appease; too many cooks in the kitchen. **Brown** asked what the time line was. **Burns** said that it would be nice if this could be launched at the same time as the ribbon cutting of Epicurean Village in the summer of 2020. **Heins** said he was not sure where to go from here. **Dixon** said she would like to table this until the next meeting.

- C. Grant Report – Stanford-Butler** reported that they had been busy applying for several grants, one for the M-104 bridge mural, which they did not receive, but she would keep trying. **Stanford-Butler** said the Youth Advisory Council approved the Village's letter of interest so she had submitted the full grant request to get the high school art students to submit concepts for a mural at Seven Steps Up that represented how music and art result in diversity and inclusion and she will find out on November 16 if the Village will receive that grant. **Stanford-Butler** said they had just received an open request from Rotary, so they were going to submit that for the Verplank sculpture and also a request had been approved from the Community Impact Grant for \$2500 for the Verplank sculpture.
- D. Spook-a-Palooza – Stanford-Butler** explained her plans for Trick or Teating and asked for permission to hire Rich Burkholder to sit under the clock tower and provide music since the next 2 years would be on Saturday and Sunday and the Village wouldn't be participating. Businesses that were open on the weekends would still likely be involved in 2020 & 2021. **Stanford-Butler** said that Pixie Doodles would also be participating.

Motion by **Dixon**, second from **Van Leeuwen-Vega** to approve \$200 to hire Rich Burkholder to provide music on Halloween from 4:00 pm to 6:00 pm. All in favor, motion carried.

Yes: 9 No: 0

- E. Miscellaneous – Stanford-Butler** reported that she had found the vendor, Evergreen Farm, who provided the Christmas trees for DeLass and they would provide a tree for the Village for the same price and deliver it to the DPW garage. **Stanford-Butler** said Andy's Tree Service had hung the Christmas lights last year for \$1,800 so she was getting prices for this year.

VII. Adjournment

Motion by **G. Hanks**, second from **Callen**, the meeting adjourned at 8:30 a.m. All in favor, motion carried.

Yes: 9 No: 0

Doug Heins, Chair

Maryann Fonkert, Deputy Clerk