



## MINUTES

**DDA Meeting**  
**Thursday, November 12, 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 (7:35), Callen, Dixon, Dull, G. Hanks (7:41), Moore, Van Leeuwen-Vega, Willison and M. Hanks (Council Liaison) (7:41).

Absent: None

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

### **III. Approval of Minutes:** 10/08/2019 Regular meeting.

Motion by **Moore**, second from **Dixon**, to approve the minutes of the October 8, 2019 Regular meeting. All in favor, motion carried.

Yes: 7                      No: 0

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

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

Yes: 7                      No: 0

### **V. Financial Report – Burns** shared the financial report with the Board and explained that Workers Comp Insurance came had come in a little higher than expected so Hinga would have to do a journal entry and legal fees, so far, were associated with the property transfer with Savidge I. **Burns** said that there were still some Art in the Park donations being held by the Community Foundation for future art projects such as the Verplank sculpture.

Motion by **Callen**, second from **Dixon**, to except the Financial Report. All in favor, motion carried.

Yes: 8                      No: 0

### **VI. Business**

**A. Branding Exploration – Dull** explained the process his team had gone through to create the final two identity concepts that he shared with the Board and said they had decided on “Where Nature Smiles” for the new Village tag line, dropping the “For Seven Miles”. **Dull** explained that he would be sharing his presentation with Village Council along and the DDA’s logo recommendation.

Motion by **M. Hanks**, second from **Dixon**, to recommend concept 1 to Village Council as the new Village Logo.

Yes: 8

No: 2 (Callen & VanLeeuwen-Vega)

**B. DDA District Exploration – Burns** explained that because the monies collected from the Height building would need to be spent within the DDA, and that the agreement with VanKampen required that the monies be spent on Tanglefoot, she recommended that the DDA District be expanded to include the Tanglefoot Park property. The **Board** agreed to move forward with the process of expanding the DDA District. **Burns** explained that the next steps would be to decide whether to stay with Progressive AE and get a proposal from them to work with a committee to design the site or, if the Board preferred, they could solicit RFP's to find another firm. **Dr. Moore** said that they should be aware that, because Progressive AE was also working with VanKampen, they need to be cognizant of a possible conflict of interest. **Stanford-Butler** explained that Progressive would be working with a six-member committee that would not include VanKampen. **VanLeeuwen-Vega** said that the concern was that there would be enough counter-weights for a good balance in the decision making. The **Board** agreed that they had been pleased with Progressive AE so far and because they were familiar with the vision for the Village already, they would stay with them.

**C. GHAVG Ad – Stanford-Butler** explained that they had been purchasing an ad in the Grand Haven Area Visitors Guide for a number of years and asked the Board if they would like to continue in future issues after this coming year, which was already paid for. Chairman **Heins** said that the Visitors Guide was really all about Grand Haven, so he was not sure it did any good for the Village. **Dull** felt that if they were going to invest in branding, they needed to invest in someone to design the ad. **Burns** said the deadline was coming up and she was not sure that they had time to have someone else design a different ad. **Dull** said his team could come up with a design for \$200.

Motion by **Collen**, second from **Moore**, to hire Concept A Creative Studio to design an ad for the GHAVG for not more than \$200. All in favor, motion carried.

Yes: 10

No: 0

**D. Verplank Sculpture – Stanford-Butler** explained that 13 submissions had been received from the "Call to Artist" and of those 13, the Art Committee had chosen 5 to share with the family. **Stanford-Butler** said that the family asked for feedback from the DDA. Chairman **Heins** said he felt this should be a personal choice of the Verplank family, not the DDA. **Willison** and **Moore** agreed. The **Board** discussed the submissions and shared their ideas, however, they agreed the Verplank's should make the decision.

**E. Holiday Lights Vendor - Stanford-Butler** explained that 2 quotes had been received for Christmas light installation and they had chosen Preferred Lawn Care for a cost of \$2,200 to install and \$880 to remove in January. **Stanford-Butler** said that she was going to ask them what they would charge to cut out the lights from last year (since they had not been removed) and then install the new for this year at the same time, otherwise Village DPW would need to take them down. **Dull** asked about leaving the lights up year around. **Burns** said that the problem with leaving them up was that they

receive so much abuse from the heavy traffic that they lose many bulbs throughout the year.

Motion by **M. Hanks**, second from **Willison**, to approve Preferred Lawn Care for an amount of \$2,200 to install the Christmas lights on the DDA Trees. All in Favor, motion carried.

Yes: 10                      No: 0

**F. Weiss Chiropractic Façade Grant – Stanford-Butler** introduced Dr. Mike Weiss. Dr. Weiss explained the Façade changes he was planning. The **Board** discussed siding, windows, color pallet and material choices with Dr. Weiss.

Motion by **Willison**, second from **M. Hanks**, to approve the request from Wiess Chiropractic for a Façade Grant. All in favor, motion carried.

Yes: 10                      No: 0

**G. Miscellaneous – Stanford-Butler** explained that in lieu of the January 14, 2020 regular meeting, she would like to use that time, or a time of the Boards choice, for a strategic planning meeting. The **Board** chose to keep the regular meeting date and add an extra date for a Strategic Planning lunch meeting. **Stanford-Butler** said she would send out a survey to determine the best and most convenient date for everyone.

**Dull** shared that he would like to create an event such as a Triathlon for 2020. **Stanford-Butler** asked Dull to bring information to the next meeting.

**VII. Public Comment –** There was no public comment.

**VIII. Adjournment**

Motion by **Callen**, second from **Moore**, the meeting adjourned at 8:29 a.m. All in favor, motion carried.

Yes: 10                      No: 0

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Doug Heins, Chair

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Maryann Fonkert, Deputy Clerk