



MINUTES

DDA Meeting
Tuesday, December 10, 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, Moore (emergency-left at 8:16), Van Leeuwen-Vega, and M. Hanks (Council Liaison) (7:39).

Absent: Dull, G. Hanks and Willison

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

III. Approval of Minutes: 11/12/2019 Regular meeting.

Motion by **Dixon**, second from **Callen**, to approve the minutes of the November 12, 2019 Regular meeting. All in favor, motion carried.

Yes: 6 No: 0

IV. Approval of the Agenda

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

Yes: 6 No: 0

- V. Financial Report – Burns** shared the financial report with the Board and explained that each year the Village had to report the DDA's expenditures to both the State of Michigan and Ottawa County and that the County was specifically looking to make sure that the dollars the Village captured from them were being used in accordance with the agreement that was established with them. **Burns** said that she had received an email from the County saying they would like more information on the DDA's expenditures, so she was going to contact Al Vanderberg to find out why they were looking so intently at the DDA financials. **Heins** asked why the legal expenses were so high. **Burns** said there were legal fees associated with the property transactions with Kim VanKampen.

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

Yes: 6 No: 0

VI. Business

- A. Proposal for Tanglefoot Event Space w/Pete Lazdins + FAQ's – Stanford-Butler** explained that Pete Lazdins would go over a proposal for the Tanglefoot event space. **Burns** explained that Tanglefoot Park was not located in the DDA so they were working through the process to have that parcel added so that eventually the DDA would be the funding mechanism for any improvements to Tanglefoot Park. Dr. **Moore** was concerned about adding Tanglefoot Park to the DDA without a vote of the people and that he could understand the County wanting to audit the DDA's funds. **Burns** explained that Council had approved the addition of Tanglefoot Park to the DDA, a vote of the people was not required, and that this project was exactly the type of tangible project the County wanted to see the Village spend their money on. **Burns** also explained that because this was a tax-exempt parcel, there were no captured funds so no loss for any of the taxing jurisdictions.

Pete Lazdins explained the steps of the design process they had gone through and all that they took into consideration for their proposal. Mr. Lazdins also explained how the appointed steering committee/focus team would be utilized.

Motion by **M. Hanks**, second from **Dixon**, to recommend accepting the proposal from Progressive AE for the redevelopment of Tanglefoot Park. All in favor, motion carried.

Yes: 7 No: 0

Burns shared that President Powers had requested she create a list of FAQ's regarding the Tanglefoot Park redevelopment in response to inaccurate social media posts. **Burns** said the FAQ's would be added to the Village Website, as a place to direct people for facts.

- B. Branding Discussion – Resolution and Bridge Sign – Stanford-Butler** shared that Council had approved the DDA's recommendation for the new Village logo and tag line. **Heins** complimented **Dull** on how he handled sharing his team's process and explanation of why rebranding was important. **Burns** asked the Board to think about having a new vibrant entryway sign on the arch over Savidge St. as you enter the Village from Grand Haven. **Burns** said that MDOT would only allow one entryway sign so they would either have to spend several thousand dollars to update the current sign with the new logo and tag line or replace it with something else. The **Board** discussed this idea and several members did not realize there was a monument entryway sign. It was pointed out that the sign was set back about 20 feet and that it was often hidden by cars waiting to pull out of Holiday Inn.
- C. EZ Banner Proposal – Cost Comparison – Stanford-Butler** explained she had seen this product at conferences and they did a presentation for her and Manager **Burns**. **Stanford-Butler** said that right now it took 3 DPW employees and 2 trucks about 6 hours to change out the banners at a cost of approximately \$5021.22 per year, compared to the EZ Banner system that would require only 1 DPW employee and an arrow sign at a cost of approximately \$527.85 per year. **Burns** said that if the Board was interested in this product, this would be something they could incorporate into the next fiscal year's budget. **Stanford-Butler** said she was working on contacting other municipalities that use the system for recommendations, so by Budget time, she would know if this was as good of a product as it seemed.
- D. Wizbang! Training – Dates in Feb. & March – Stanford-Butler** shared that she had contacted Bob Negan to see what training he had to offer businesses this year.

Stanford-Butler said the cost to the DDA was \$2,500, which was half the normal fee, and they had charged attendees \$50, but so far, they had not made the cost up so she asked the Board if they were interested in continuing to offer this to the businesses or would they like to hold off for a year to include the businesses that were coming up. Chairman **Heins** said he had not attended any of the trainings because he did not see any value for himself. **Dixon** said she had attended both sessions offered and found them extremely valuable as a retailer. **M. Hanks** said that even for a service business she felt it was valuable but thought they should set a minimum number of 50 attendees in order to hold the training. **Callen** said that he had attended both sessions and they did not apply to him. **Moore** suggested they figure out how much it cost to offer the training and then determine if it was worth it to the public at large to spend that. **Dixon** said she felt it was absolutely worth it. The **Board** discussed and agreed to not limit the training to just Spring Lake businesses but to open it to anyone.

Motion by Dixon, second from Callen, to offer Wizbang! Training with Bob Nagen. All in favor, motion carried.

Yes: 7 No: 0

E. Village Update - Stanford-Butler reported that they were still working on the Verplank Memorial sculpture because Tony and Kyle would like to go in a different direction than the ideas submitted through the call to artists. **Stanford-Butler** said that another artist, Steve Anderson, would be submitting ideas. **Stanford-Butler** shared that the Grant for the Youth Advisory Council had been approved for \$1000 to pay a high school student to paint a mural on Seven Steps Up. **Stanford-Butler** reported that the Mass Gathering Ordinance was now in effect and Rotary was the first real organization to participate and it was going very well. **Stanford-Butler** shared that decorations and Holiday lighting were up throughout the Village and the DDA would need to decide by March if they would like to change out the poinsettias from Hometown Decorating. **Burns** pointed out that Andy Dull's team designed the new banners, gratis, again and that the Village was very appreciative. **Stanford-Butler** updated the Board on upcoming events and job opportunities with the new businesses developing.

F. Miscellaneous – Burns reported that a liquor license application had been received for the old butcher shop, but she did not recognize the name and they had not reached out to the Village, so they had no information on type of business. **Burns** invited the Board to Fuel on Monday at noon for the Lilley Mansion/Lilley Cares 501 C3 organization kickoff. **Burns** also updated the Board on Brooklyn Bagels Santa visit and opening date, Epicurean Village and Lilley Mansion progress.

VII. Public Comment – There was no public comment.

VIII. Adjournment

Motion by **Callen**, second from **Dixon**, the meeting adjourned at 8:25 a.m. All in favor, motion carried.

Yes: 6 No: 0

Doug Heins, Chair

Maryann Fonkert, Deputy Clerk