



MINUTES

DDA Meeting
Tuesday, February 11, 2020
7:30 a.m. Village Hall – EOC Room

I. Call to Order

Vice Chair **Dull** called the meeting to order at 7:36 a.m.

II. Roll Call:

Present: Dull (Vice Chair), Brown, Callen, Dixon, Van Leeuwen-Vega and Willison

Absent: Chairman Heins, G. Hanks, Moore and M. Hanks (Council Liaison)

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

III. Approval of Minutes: 1/14/2020 Regular meeting.

Motion by **Dixon**, second from **Willison**, to approve the minutes of the January 14, 2020 Regular meeting. All in favor, motion carried.

Yes: 6 No: 0

IV. Approval of the Agenda

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

Yes: 6 No: 0

- V. Financial Report – Willison** asked what the \$8000 in professional services was for. **Stanford-Butler** said she would check with Hinga as soon as he came in. **Dull** asked if there had been any façade grants awarded? **Stanford-Butler** said they had 2 that were spoken for, but they were not ready to submit them. **Hinga** reported that \$4300 was spent on tree trimming, \$2000 to the Township for their services, \$1250 was a deposit to WhizBang Training in March and \$650 was to Progressive AE for their work on Tanglefoot Park.

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

Yes: 6 No: 0

VI. Business

- A. Brand Guidelines and Launch Strategy – Andy Dull – Dull** reported that he had met with Pete from Progressive AE and they should be done with the Design Manual around the beginning of March. **Dull** shared the Brand Guidelines and sign design concepts with the new logo. The **Board** discussed the sign design concepts and the

proposed new sign location over Savidge versus the current monument sign by the Holiday Inn entrance. They also discussed colors, fonts and posts for new street signs. **Dull** shared his ideas for a kickoff of the new brand and the **Board** discussed some of the up coming events that might be a great way to tie it in.

B. Parking – Letter to Businesses and Spot Count – Stanford-Butler shared a map showing downtown parking spaces and discussed ways to educate the business owners and public on parking locations throughout the downtown. The **Board** discussed possible areas for additional parking and parking issues in general and agreed that **Stanford-Butler** should hold off on sending the letter but suggested she share the map as a conversation starting point by emailing it to the business owners.

C. WAWL Radio Sponsorship – Stanford-Butler reported that Eric Kaelin invited her to come in once a month and share what was happening in the Village and showed that Board a copy of the books that he puts out twice a year with the West Michigan area baseball schedules in the spring and football in the fall that the Village could advertise in. The **Board** discussed the benefits, if any, from a \$400 ad twice a year and agreed to revisit this in a couple of months to discuss an ad for fall once the new logo has been launched.

D. Miscellaneous –

- **Burns** shared an idea she had heard from another community that was offering a cash prize for the best photography submitted from all around their town. The **Board** agreed this was an idea worth looking into.
- **Stanford-Butler** reported WOOD TV was offering to re-air some of the Village’s spots from last summer for \$850. The **Board** agreed that they did not want to air last year’s news.

VII. Board Member Comment – Dull asked if Dollar General was moving. **Burns** said that from what she had heard, that was just rumor.

VIII. Public Comment – There was no public comment.

IX. Adjournment

Motion by **Van Leeuwen-Vega**, second from **Dixon**, the meeting adjourned at 8:41 a.m. All in favor, motion carried.

Yes: 6

No: 0

Andrew Dull, Vice Chair

Maryann Fonkert, Deputy Clerk