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:


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 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, widows, 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         Maryann Fonkert, Deputy Clerk