Pursuant to Executive Order No. 2020 – 129, the Village of Spring Lake will conduct its business via conference call to mitigate the spread of COVID-19.

I. Call to Order

Chairman Heins called the meeting to order at 7:31 a.m.

Roll Call:

Present: Heins – Chair, Dull – Vice Chair, Brown, Callen, G. Hanks, Lopez, Sunderlin, Van Leeuwen-Vega, Willison and M. Hanks (Council Liaison)

Absent:

III. Approval of Minutes (12/10/2020)

Motion by Van Leeuwen-Vega, second from Willison, to approve the minutes of the November 12, 2020 Regular meeting. All in favor, motion carried.

Yes: 9 No: 0

IV. Approval of the Agenda

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

Yes: 8 No: 0

V. Financial Reports – Stanford-Butler shared the Financial reports with the Board.

Motion by Callen, second from Willison, to approve the Finance Report as presented. All in favor, motion carried.

Yes: 8 No: 0

VI. Business

New Board Members – Stanford-Butler thanked Dr. Jim Moore for his generous gift of 23 years of service on the DDA and to the community, and Brandon Brown for his year of service. Stanford-Butler introduced new DDA Board members Robert Lopez and Jennifer Sunderlin. Sunderlin was not present due to illness.
A. New Message Board – Stanford-Butler reported that the new electronic message board sign was up and running and Village staff had received many compliments.

B. DDA Letter of Support – M. Hanks shared that the Michigan Independent Venue & Promotors Association, a new trade association, was gathering letters of support for a $10,000,000 grant relief fund being proposed to support independent live music and performance venues across Michigan. Stanford-Butler and M. Hanks asked the DDA if they would be willing to support this grant fund by signing a letter. The DDA agreed they would sign a letter of support. M. Hanks said she would send the letter around for signatures and thanked the DDA for their support.

C. Tanglefoot Update – Stanford-Butler shared that the Village had been awarded the $300,000 grant that they had missed out on with the first application. Stanford-Butler explained the concerns Council had expressed regarding the loss of income generated by the RV park that had been used for maintenance of other parks. Stanford-Butler clarified that as the DDA brought Tanglefoot Park into the DDA boundary to coordinate its redevelopment, it would also assume the cost of maintenance and receive the profits from any rental of the pavilion or grounds. Stanford-Butler said that she had researched and met with wedding planners who were very interested in Tanglefoot as a wedding venue. The Board discussed options for use, renting versus leaving it open to the public, putting a limit on the number of times throughout the year it can be rented and charging a nominal fee for all or the park’s pavilions to help with maintenance costs.

D. Issue Media – Stanford-Butler said she had contacted the Chamber and they do not participate with Issue Media and other than the Visitor’s Guide and the Grand Living magazine, they did not have any other avenue for communicating stories outside of Facebook. Willison said that he found no more than 5 articles that had anything to do with this general area, so this was a very steep price for what had been received. Stanford-Butler said that an alternative was to share a contract with one or two other organizations. Dull said that they had heard Stanford-Butler’s opinion and now it was time for the Board discuss and, in his opinion, the Village was not built for shopping right now so $12,000 was too much to spend and he could not support it. Lopez asked that if that contract was canceled, who would write those articles. Van Leeuwen-Vega asked if there was a limit to the number of articles that could be submitted if they were to partner with other organizations. Stanford-Butler said there was no limit. Heins asked who generated the articles. Stanford-Butler said that Manager Burns and Village staff gave them story ideas and their writers created the stories. Dull said a good product sells itself and it was the responsibility of the business owner to market their product. Heins asked Stanford-Butler if she could find someone to partner with them. Stanford-Butler said that she would try.

E. Sparkle – Stanford-Butler shared that Sparkle was going fabulously, and they had been receiving thank you notes from residents and non-residents. Lopez said that even with no businesses open the streets have been packed and there had been a great turnout for the parade. Willison said there was so much buzz about Sparkle, and this was the perfect example of media use and it didn’t cost a thing. Lopez shared that Lilley Cares would like to hold 4 events per year with the hope that more and more people would participate each year.

F. GHACF 50th Anniversary Banners – Stanford-Butler reported that GHACF had asked for additional banner space on poles on Savidge along with the poles on Exchange and Jackson. The Board agreed that the Foundation was very supportive of Spring Lake so they would share the poles on Savidge St. at Fruitport Road for
those people coming into the Village along with the Jackson and Exchange poles, provided they could work around the Watershed banner schedule.

Motion by Dull, second from Lopez, to allow GHACF to hang 9 banners between the Savidge St./Fruitport Rd. poles and Jackson St./Exchange St. poles. All in favor, motion carried.

Yes: 8 No: 0

G. Miscellaneous

- Meeting Dates – Strategic Planning meeting will be held January 14, 2021 at 11:00 a.m.
- Demo on 109 Jackson is scheduled to start in January 2021

VII. Board Member Comment – Lopez said he would like to meet with each Board member to learn more about them, what they were interested in and their experience on DDA.

VIII. Public Comment – N/A

IX. Adjournment

Motion by Lopez, second from Van Leeuwen-Vega, the meeting adjourned at 8:40 a.m. All in favor, motion carried.

Yes: 8 No: 0

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Doug Heins, Chair           Maryann Fonkert, Deputy Clerk