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 7:30 a.m.

II. Roll Call:

Present: Chairman Heins, Brown, Callen, Dull (7:34), G. Hanks, Moore (7:35), Van Leeuwen-Vega, Willison and M. Hanks (Council Liaison)

Absent: None

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

III. Approval of Minutes: 9/8/2020 Regular meeting.

Motion by VanLeeuwen-Vega, second from Callen, to approve the minutes of the September 8, 2020 Regular meeting. All in favor, motion carried.

Yes: 7  No: 0

IV. Approval of the Agenda

Motion by Callen, second from M. Hanks, to approve the agenda as presented. All in favor, motion carried.

Yes: 7  No: 0

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

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

Yes: 9  No: 0

VI. Business

A. Issue Media – Stanford-Butler explained that in October of 2019 a contract had been signed with Issue Media for online publications that she has been actively forwarding story ideas to their editor. Paul Schutt, Issue Media, explained that Rapid
Growth had launched a dedicated publication of its own for the Lakeshore so the stories about Spring Lake appeared there but also in Rapid Growth which gave a double benefit on reach going to approximately 2.7 million people. Shandra Martínez, Issue Media, shared some of the stories from Spring Lake that had already been published and how well they resonated with the readers. Mr. Schutt also shared a few other stories from across the region that spotlight communities that they had partnered with to make this all work. Mr. Schutt explained that the purpose of the publication was to fill in many of the gaps that were created with the decline of the local newspapers but they were not interested in covering crime and loss, they were interested in covering communities more from a solution journalism lens. Dull asked if Mr. Schutt could share how many people visit their website. Dr. Moore asked if those numbers could be shared with the whole Board. Mr. Schutt said that he would. Stanford-Butler said they would decide next month if the Board would like to continue this contract.

B. Branding Soft Launch – Stanford-Butler shared that the overall reaction to the new logo was very positive and the bigger launch would be around the time that Epicurean Village launched their opening in November.

C. 109 S Jackson Building – Stanford-Butler reported that Village Council saw the plans and had asked for a few changes so the plans she was sharing now included those changes. Brandon Brown explained that, since he was paying to level the old building, they were trying to balance the swap, but the financial impact had not yet been determined and would factor into the decision of what they would do. The Board discussed the building and parking plans with Brown.

D. Tanglefoot Update – Stanford-Butler reported that their scores had come back from the grant request and they had the opportunity to provide supplemental information to try and improve the scores and would get those results back in December. Stanford-Butler explained the process the focus group had gone through to come up with this conceptual drawing and how it could be used and what amenities might be included. Dull suggested having natural gas piped in for heaters in the winter and add a small digital sign for reservation messages. Dr. Moore suggested a manual changeable message sign for a lot less money than a digital sign.

E. Village Signs – Stanford-Butler updated the Board on what signs were still coming and the estimate for powder coating the sign brackets and they were still well within budget.

F. Parking Study – Stanford-Butler updated the Board on the Parking Study by Walker Consultants and asked them to take the parking study survey if they had not already done so.

G. GH Visitor’s Guide Ad – Stanford-Butler asked the Board if they wanted to re-up for the next year’s Visitor’s Guide, with the new logo.

Motion by Moore, second from Van Leeuwen-Vega, to approve a half page ad in the Grand Haven Visitor’s Guide. All in favor, motion carried.

Yes: 9
No: 0
H. Photo Contest – Dull suggested they postpone the photo contest until spring. Van Leeuwen-Vega said they would eventually need photos from all four seasons. Chairman Heins agreed that all for seasons were needed.

I. Miscellaneous – Stanford-Butler asked the Board about updating the logos on the sandwich board signs for a cost of around $5000. Dull thought dark blue for the logo stickers. Willison suggested they wait until spring to update the signs. Chairman Heins asked Stanford-Butler to go ahead with a sign inventory and then they can budget based on that.

VII. Board Member Comment – There were no board member comments

VIII. Public Comment – There were no public comments

IX. Adjournment

Motion by Van Leeuwen-Vega, second from G. Hanks, the meeting adjourned at 8:28 a.m. All in favor, motion carried.

Yes: 9  No: 0

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Doug Heins, Chair                         Maryann Fonkert, Deputy Clerk