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

Absent: Moore

III. Approval of Minutes (10/8/2020)

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

Yes: 8  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

I. Financial Reports - Burns shared the Financial reports with the Board.

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

Yes: 8  No: 0

V. Business

A. GHACF 50th Anniversary Banners - Melanie Swiftney from the Grand Haven Area Community Foundation has reached out to ask if the Village would be open to hanging
some of their 50th Anniversary banners on our poles at some point next year to help them get their message out.

**Stanford-Butler** introduced Melanie Swiftney from the GHACF. Ms. **Swiftney** explained that GHACF will be celebrating their 50th Anniversary in 2021 and the main goals for their Anniversary year are to inform and educate the community of the history of GHACF, thank those who have given and volunteered over the years, as well as, raise awareness for of GHACF and what they do. Ms. **Swiftney** said that it was important to them to let everyone know that they service all of North West Ottawa County and putting banners in all the service communities will help residents, who were the focus of the GHACF, feel included. **Stanford-Butler** suggested the banners could be placed on the 4 poles at Jackson and Exchange. **Dull** agreed with this location and asked what events would be included in the “50 Fest”. Ms. **Swiftney** said they were still working on events, but there would not be a “Festival.” Their goal was a festive feel, and this was not necessarily the final banner design. **Dull** asked who was paying for the banners. Ms. Swiftney said the GHACF would be paying for the banners.

Motion by **M. Hanks**, second from **Willison**, to approve the placement of banners for the GHACF 50th Anniversary. All in favor, motion carried.

**B. Parking Study Report** - Walker Consultants conducted their parking study in the month of October 2020 and have provided us with a Downtown Spring Lake Parking Study Draft Report.

**Stanford-Butler** introduced David Garza from Walker Consultants. Mr. **Garza** shared a presentation, summarizing his Parking Study, explaining that they received approximately 138 responses to the online survey and about half dozen stakeholders participated in the video conference calls. Mr. Garza said they counted spaces as well as looked at current and future needs and the consensus was that there was enough parking but enhancing the existing policies and practices would improve the system. Mr. Garza said that they estimated there were 1200 spaces with 6 out of 10 of those spaces being private property, although some of those private spaces offered some public access, so 36% of these spaces were publicly owned parking. Mr. Garza said they were out two different times, getting morning, afternoon and evening counts, and at peak hours there were still 270 public spaces available. Mr. Garza said they suggest parking management to better utilize the parking that was available by; encouraging employees to park in more remote lots, implement shared parking by partnering with private property owners such as churches, create flex parking which would be timed parking for drop off/pickup spots at peak times of the day and rename public parking lots. For example, Stan’s and Dollar General Lots, which made those, sound private to visitors. Mr. Garza also suggested creating a Parking Advisory Committee to coordinate implementations, provide a sounding board, and input platform for businesses and tenants.

Chairman **Heins** suggested that as there are more things in the Village to draw people, people will be more open to walking. Heins asked how they would improve walkability. Mr. Garza said that benches, wayfinding kiosk, lighting, making sure the sidewalks are plowed, infrastructure improvements, attractive store fronts and encouraging people
to walk more through public communications. The Board discussed some of the suggested options that could be easily implemented in the Village. Stanford-Butler shared that Finns was going to offer valet parking so that was another convenience that could be offered. Brown asked how business owners could encourage employees to park further away. Mr. Garza suggested communications and incentive programs and they could also implement parking time limits. M. Hanks suggested implementing the Parking Subcommittee sooner rather than later. Willison suggested the use of a shuttle car during peak times or during events. Burns said that would be a good topic for the subcommittee. Heins asked Stanford-Butler to send out an email asking for interested subcommittee members. M. Hanks said that she or G. Hanks would sit on the subcommittee.

C. Tanglefoot Event Venue Report - To try to determine if a pavilion-style event venue at Tanglefoot could generate a revenue of at least $35,000 net, we met with industry professionals to get their insight and interest in the space. This item was tabled until the December meeting.

D. Issue Media - Issue Media presented to the board at our October meeting. It is time for a decision to be made regarding renewing the annual contract with them. The request was for the board to be given the analytics to make the decision.

Heins thought this was a lot of money. Dull said he looked at Issue Media as a marketing tool and businesses had their own marketing and should be doing their own PR and the Village, as a member, could utilize the Chamber to share stories/articles. M. Hanks said that the stories that Issue Media shared were not picked up by the Tribune or MLive, for example, they did stories on 6 different businesses and the economic development in the Village and who would write the stories for the Chamber. The Board discussed what they felt were the pros and cons of renewing the Issue Media’s contract. Stanford-Butler said she would put this back on the December agenda.

Motion by G. Hanks, second from M. Hanks, to approve the renewal of the annual contract with Issue Medial. Motion denied.

Yes: 3    No: 5 (Brown, Callen, Dull, Willison and Heins)

E. Visitor’s Guide Ad - Space has been purchased and the ad has been updated with the new Village Logo.

Stanford-Butler said this was being submitted for final approval. The Board had no objections to this submission.

F. Miscellaneous

- Bernie Wade tells me that our sign should be ready for install the week of Thanksgiving.
- You have all received copies of The Watchtower from Ronda Nicolay and Jehovah’s Witnesses. I have included a copy of the letter I received.
Due to the overwhelming number of COVID-19 cases to hit our area, Village Hall will be closing to the public and Village Employees will return to working from home as of Thursday, Nov. 12th.

VI. Board Member Comment – N/A

VII. Public Comment – N/A

II. Adjournment

Motion by Van Leeuwen-Vega, second from Callen, the meeting adjourned at 8:53 a.m. All in favor, motion carried.

Yes: 8  No: 0

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Doug Heins, Chair           Maryann Fonkert, Deputy Clerk