MINUTES

DDA Meeting
Tuesday, August 11, 2020
7:30 A.M. VIA GoToMeeting
Dial-in number: (646) 749-3122
Access code: 683-464-781
Spring Lake, Michigan

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, G. Hanks, Moore, Van Leeuwen-Vega, Willison and M. Hanks (Council Liaison)

Absent: Dixon

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

III. Approval of Minutes: 7/14/2020 Regular meeting.

Motion by VanLeeuwen-Vega, second from M. Hanks, to approve the minutes of the July 14, 2020 Regular meeting. All in favor, motion carried.

Yes: 9 No: 0

IV. Approval of the Agenda

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

Yes: 9 No: 0

V. Financial Reports – Burns reviewed the Financial reports with the Board.

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

Yes: 9 No: 0

VI. Business

A. Lilley Parks Proposal – Chairman Heins introduced this item. Dull shared that he was all for this proposal except for the idea of mulch to replace of grass. Robert Lopez, Lilley Cares, explained that this would only be in places where grass was struggling to grow. Stanford-Butler explained that mulch can be an issue when it gets on the bike path and causes issues for bike and skateboard riders. Lopez said that it did not have to be mulch, that it could be any number of ground covers. The Board discussed this proposal and Lopez assured the Board that no projects would be done without prior approval from the Village.
B. Lilly Fuel Proposal – Lilley Cares proposed to remove brick pavers from beneath the tree in the western parking lot of Fuel Bar and Refuge, that had been damaged by the tree growth and swelling of its roots, and replace them with mulch until spring when the mulch would be replaced with a perennial border.

Motion by G. Hanks, second from VanLeeuwen-Vega, to approve the proposal from Lilly Cares to remove damaged pavers and replace them, temporarily, with mulch until spring when a perennial border would be added and maintained by the Lilly Mansion in perpetuity. All in favor, motion carried.

Yes: 9  No: 0

C. 7th Amendment Recommendation – Chairman Heins introduced this item and Burns explained that the DDA’s review was the first step in the approval process of the 7th Amendment and, should the DDA recommend approval, it would then go to Council for review and adoption.

Motion by Willison, second from Van Leeuwen-Vega, to recommend that the Spring Lake Village Council adopt a Resolution of Intent to amend the Development Plan of the Downtown District of the Spring Lake Downtown Development Authority and designate a public hearing date to receive public comment on the proposed amended plan. All in favor, motion carried.

Yes: 9  No: 0

D. Digital Reader Board – Chairman Heins introduced this item and the Board discussed the differences in price and quality between the 16mm and 10 or 11mm. Heins shared that his nephew, who sells digital reader boards, suggested that the Board be cautious that the vendor stand behind their product. Burns shared the specs of the RFP’s and the Board compared them and discussed advantages of working with a local vendor.

Motion by M. Hanks, second from Moore, to accept the RFP submitted by Advanced Signs. All in favor, motion carried

Yes: 9  No: 0

E. Callen Engineering Façade Grant – Stanford-Butler explained that Callen was finished with his project and had submitted documentation for grant reimbursement. The DDA agreed that once a Façade Grant had been approved and Stanford-Butler verified the work, they did not need to approve disbursement unless there were questions.

F. Branding Update – Dull updated the Board on what he and his team had done so far and what items were still on their check list and explained that a press release announcing the new identity for the Village would be able to be issued mid to late September. Dull shared the draft design from Valley City Sign for 3 entrance signs
at an approximate cost of $42,000. The Board discussed the sign design, tee-shirts with the new brand, cost and potential sponsorships.

G. Change Meeting Time – Chairman Heins introduced the idea of changing the meeting time to another morning or possible lunch meeting. M. Hanks said that for those that have a Monday evening meeting, Tuesday morning at 7:30 a.m. can be a little difficult. The Board discussed this time change. Burns suggested sending a Survey Monkey to get Board member preferences. Chairman Heins agreed and asked that the choices be Tuesday or Thursday and 7:30 or 8:00 a.m. Stanford-Butler said she would send a survey out.

H. Miscellaneous – Stanford-Butler shared the 4 student artist’s concepts for the murals at Central Park.

VII. Board Member Comment – M. Hanks shared that they have received positive feedback from all over the country on their mural and that they were working on an agreement with the management of the song artists to use the mural with their lyrics and create tee shirts, coffee cups and note cards to sell with the proceeds going to Art in the Park, Liv and the artists for the use of the lyrics.

VIII. Public Comment – There were no public comments

IX. Adjournment

Motion by M. Hanks second from Willison, the meeting adjourned at 8:36 a.m. All in favor, motion carried.

Yes: 7 No: 0

Doug Heins, Chair Maryann Fonkert, Deputy Clerk