I. Call to Order

Chairman Heins called the meeting to order at 7:40 a.m.

II. Roll Call:

Present: Chairman Heins, Brown, Callen, Dull (7:40), Van Leeuwen-Vega, and M. Hanks (7:37) (Council Liaison)

Absent: G. Hanks, Moore, and Willison

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

III. Approval of Minutes: 8/11/2020 Regular meeting.

Motion by VanLeeuwen-Vega, second from Callen, to approve the minutes of the August 11, 2020 Regular meeting. All in favor, motion carried.

Yes: 6  No: 0

IV. Approval of the Agenda

Motion by Callen, second from VanLeeuwen-Vega, to approve the agenda as amended removing item G. All in favor, motion carried.

Yes: 6  No: 0

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

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

Yes: 6  No: 0

VI. Business

A. Resignation of DDA Board Member Dixon – Stanford-Butler reported that Michelle Dixon has resigned her seat on DDA since moving her residence and business out of
the Village and, because it was discovered last year that, per the Bylaws, the DDA had one to many members, there would be no appointment to fill that seat.

**B. Brant Raterink Sparkle Presentation – Reallocation of Event Dollars – Stanford-Butler** introduced Brant Raterink who shared his proposed designs for a 5 year plan for the Spring Lake Village Sparkle holiday lighting event. **M. Hanks** said she was really excited about this event. **Dull** had concerns that it was a lot of visual color and not the sophisticated look the Village had been going for. Robert **Lopez**, Lilley Cares, explained that Raterink was a very talented designer and that his vision and the Village’s vision line up perfectly. **Lopez** invited **Dull** to join their Monday Sparkle meetings. **Raterink** shared inspiration images and explained that they want to do a very well thought out classy look.

Motion by **M. Hanks**, second from VanLeeuwen-Vega-Vega, to allocate additional $5,000 to the Christmas Budget for the Village Sparkle Event. All in favor, motion carried.

Yes: 6  No: 0

**C. Street Sign Budget – Stanford-Butler** explained that $10,000 had been allocated to street signs and so far, $3,000 of that had been put towards the order of new street signs for Savidge St./M-104. **Stanford-Butler** asked the **Board** if their plan was to use the remaining $7,000 to order signs for Liberty and Exchange St. The **Board** agreed that was their plan.

**D. New Reader Board Proposal – Stanford-Butler** explained that the proposed reader board sign with 100% display space was against the Village Zoning Ordinance which only allowed 50% of a monument sign to be display area and suggested that they could ask for a variance of 40/60% as an option. **Stanford-Butler** shared visuals designed by **Dull**, Advanced Signs and herself and how she perceived using art on the board. The **Board** discussed the designs of the reader board sign.

Motion by **M. Hanks**, second from VanLeeuwen-Vega, to approve the Reader Board sign at a 60/40% ratio, Spring Lake logo on the left with digital on the right, using the design by Andy **Dull**. Motion carried.

Yes: 5  No: 1 (Callen)

**E. Parking Study RFP Results – Stanford-Butler** went over the results of the RFP’s for the Parking Study. **Callen** had submitted an RFP, so he recused himself from this conversation and vote due to a conflict of interest. The **Board** discussed the RFP’s and whether a parking study was necessary.

Motion by **Dull**, second from Brown, to accept the low bid from Walker Consultants to perform a parking study. All in favor, motion carried.

Yes: 5  No: 0  Abstain: 1 (Callen)

**F. DDA Meeting Day & Time – Stanford-Butler** shared that the results of the Meeting Day & Time survey came in with Thursday mornings at 7:30 a.m. preferred.

**G. 606 E Savidge Façade Grant Application** – Removed from the agenda.
H. Miscellaneous –

- **Additional Signage RFP’s** – The Board discussed Dull’s sign designs for entranceway, Central Park and possibly the Clock Tower and agreed they needed more time to discuss additional ideas.

- **Dull** shared that he had sent out a press release to Burns and Stanford-Butler for approval and updated the Board on plans for launching of the new logo.

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 Callen, the meeting adjourned at 8:50 a.m. All in favor, motion carried.

| Yes: 6  | No: 0 |

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Doug Heins, Chair         Maryann Fonkert, Deputy Clerk