Pursuant to SB 1008, 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 12:00 PM

II. Roll Call

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

Absent: Callen

III. Approval of Minutes (3/25/21, 4/8/2021 & 4/22/2021)

Motion by G. Hanks, second from Van Leeuwen-Vega, to approve the minutes from the March 25, 2021 Work Session, April 8, 2021 regular meeting and April 22, 2021 Work Session, as presented. All in favor, motion carried.

Yes: 8  No: 0

IV. Approval of the Agenda

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

Yes: 8  No: 0

V. Financial Reports and DDA Budget

Hinga reviewed the DDA Budget with the Board noting that $4,000 was added for playground surface sealing at Whistle Stop Park and setting up an Operations Costs and Maintenance Department for Tanglefoot Park to remove those DDA expenses from the General Fund.

Dull asked why so much was budgeted for Professional Services? Hinga explained that the Township was paid for DPW services out of the Professional Services line item; it would also include other items that are considered Professional Services. Dull said he was concerned that 50% of the budget was made up of fixed costs. They are spending $100,000 on Mill Point Park paving and $10,000 on branding and suggested shifting priorities from year-to-year. Hinga said he did not follow Dull’s numbers, and the only fixed costs were for Bonds. Burns also reminded Dull that budgets could be amended at any time. Dull said he understood that, but he had been asking since February to talk
about the Budget. **M. Hanks** said that they had talked about the Budget at the last meeting. **Lopez** asked Dull if he thought the DDA was wasting money. **Dull** said as strategic leaders, how they spend money in the budget on the priorities that were set in January was very important and they should adjust the line items in the budget each year to reflect priorities. **Burns** said she was sorry that Dull had missed the last Work Session discussion on the budget, but this was a fluid document that could be changed going forward as they know more. **Burns** asked Dull what he thought was in the budget that didn’t align with the priorities that the Board set in January. **Dull** said he just thinks of it differently and he would like the Board to think of it differently. **Lopez** said he was not disagreeing, but the discussion took place over the past few months, and not when it’s ready to go to Council. **Dull** said that it seemed like the DDA just reviews it and approve it. **G. Hanks** suggested that next year they try and match the line items with their priorities more closely. **Willison** said he also missed the last meeting and would like to know why Professional Services had increased so much. **Hinga** explained that due to high water they were unable to undertake anything at Mill Point Park, so expenditures were much lower than normal, whereas this year they were more “normal”. **M. Hanks** explained the Budgeting process as a member of Council, Finance Committee and Council Liaison for the DDA. **Hinga** explained how he gathered information and created the Budget. **Johnson** asked if there were items in the Budget that didn’t align with the priorities? **Dull** said that the $15,000 branding grants was not necessary because they had never done one and they didn’t promote it. **Burns** said that she would admit that they have not promoted it as well as they could have this year due to Covid, but it was something that the DDA Board had a number of discussions on and asked to be included in the 2019/2020 budget. **Dull** said this had been around for 3 or 4 years and never used. **Hinga** said that 2019/2020 was the first year that Branding Grants had been in the Budget.

Motion by **M. Hanks**, second from **Lopez**, to recommend Council approve the DDA Budget as presented. All in favor, motion carried.

Yes: 8 No: 0

**Hinga** reviewed the Financial Reports with the Board.

Motion by **M. Hanks**, second from **G. Hanks**, to accept the Financial Reports as presented. All in favor, motion carried.

Yes: 8 No: 0

VI. Consent Agenda

A. Approved changing 2021 DDA meeting dates from November 25th to November 18th and the December 23rd Work Session to December 16th.

B. Approved a recommendation for Village Council to approve a Social District for the Village.
C. Approved the DDA sponsoring two mini-grants through the GHACF: One for high school artists to paint our utility boxes and one for concrete games for the social district.

Motion by Dull, second from M. Hanks, to approve the Consent Agenda as amended, removing items B. & C. to discuss separately. All in favor, motion carried

Yes: 8  No: 0

VII. Business

A. Banner Program – (Lilley Cares) – Stanford-Butler explained that the banners for the school needed to be replaced and previously the school foundation had not wanted to pay for them. However, the school loved the banners and Dennis Furton said they will pay for replacement banners. Lopez explained that they were requesting banner space to advertise movies at Central Park each week throughout the summer. Dull explained that he had created a template for the banner system so all banners would follow the template to have a cohesive look. The draft banners that Lopez presented would not be able to be read as people drove by and that Lopez would be disappointed. Lopez said he needed all the information, so he didn’t know how to modify that to make it bigger without it being a blob of letters. G. Hanks suggested they advertise a website to go to for the information. Lopez said they were doing that on social media. Van Leeuwen-Vega offered to help tweak the banner design to help the lettering stand out. M. Hanks asked if she could make a motion to approve the use of the banners so that they could move on. Dull said he didn’t think the Heritage Festival would be using their banner time so they could go up then and that the main takeaway was that there were movies in the park so that’s where he thought the focus on the graphics should be and he would share the template with Van Leeuwen-Vega.

Motion by M. Hanks, second from Van Leeuwen-Vega, to approve the Movies in Central Park banners and Lopez will work with Village staff to edit them. All in favor, motion carried.

Yes: 8  No: 0

B. Tanglefoot Update – Burns reported that the Focus group met to look at the landscape architecture plan and selected the exterior materials. Burns said that due to increased lead time on materials, construction completion has been pushed back, but GDK still plans to scrape the site in mid-July, but the delivery of the pavilion materials is 16+ weeks out so it won’t be done in time for the Sparkle event. Burns said due to the increase in material costs, they were increasing the goal for the Capital Campaign accordingly. Burns asked the board for the names and addresses of anyone they thought would be interested in donating to the Capital Campaign.

C. Tanglefoot Capital Campaign Update – Stanford-Butler reported that Jess and Skyler Garrison have agreed to co-chair the Capital Campaign Committee and they were hoping the Garrison’s would help reach a new demographic. Stanford-Butler updated the Board on the status of grants and events the Committee had planned, provided COVID restrictions were relaxed in time, and shared the Retro designs for
use on promotional giveaways. Dull said the work on the events was phenomenal but he cautioned that with the launch of the new logo, he recommended that they not use the Village tag line “Where Nature Smiles” or the brand font to avoid confusion. Sunderlin disagreed and felt they were reaching a different demographic and that they both had a place. Dull said he would agree if the new brand was a few years down the road. Van Leeuwen-Vega agreed with Sunderlin as long as they were staying in the same color family. M. Hanks suggested that, since these were designed to be used as fundraisers, asking a store to sell something without getting their normal profit was not really fair. Stanford-Butler said they could also make a fundraiser by ordering these items online and they there would be no need for inventory. Willison asked why they would spend so much money on branding and then not use it. Stanford-Butler said that the Village branding would all come together, and it would all be utilized, but this capital campaign is a totally different project. Van Leeuwen-Vega said there was municipal branding and signage and there was other spin off branding to reach different demographics.

D. Village Sandwich Board Signs – Stanford-Butler explained that some Village ordinances were not enforced during COVID to prevent asking businesses to incur additional cost during such a difficult time. Enforcement of Sandwich Board Signs was one of those ordinances. During the past year, unauthorized signs have appeared, and some businesses had more than one or signs were in disrepair. With COVID restrictions starting to lift, it was time to start enforcing the sign ordinance. Stanford-Butler said they were in the process of replacing the old Village logo stickers with the new logo on the sandwich board signs. Because the old logo had a white background, the decision was made to have a white background again, instead of the navy Dull wanted, so the white edge of the old sticker would not be noticeable if the sticker was not placed perfectly. G. Hanks, Lopez and Chairman Heins thanked Stanford-Butler and said the signs looked great. Dull explained why they had chosen navy against the black frame and that they had created the stickers larger than the old stickers. G. Hanks said that they were getting pressed for time and that ship had sailed so he did not what to rehash something that wasn’t going to change. Dull said his point was that the DDA paid for and approved the branding, and the design was changed without the Board being aware of it and is such a small thing to the rest of the Board, but, like adding the black Adirondack chairs, it helps create less “visual chaos” in the Village; it was a small detail, but small details add up. Dull said that it becomes like a disrespect of the Board members and the talents they bring. If the Board doesn’t respect his input, he could put his time in so many other ways. The DDA approved his design and it was changed without anybody knowing and it was a very unsettling feeling. Van Leeuwen-Vega said she understood what he was saying and if they were starting from scratch they could use navy. With the old sticker being white underneath, she felt with all the different sizes, it was to their benefit to have something that, from a distance, looked cleaner. Dull said that if the Board had spent time like he did, they would see the unevenness of stickers, the unevenness of the margins, the black frame around that white and the navy helped kill all of that. Dull said it wasn’t like he thought this stuff up in a 5-minute window, he spent hours on this and provided the template. The Board paid for that time and then it didn’t matter. Nothing was easy with design, everything has a thoughtful and purposeful decision, so when it gets poo-pood, it’s like, “Hhmm, ok, do whatever you guys want.” Van Leeuwen-Vega said it didn’t seem like there was a way for that navy to work and not have some white showing.
Dull said there was always a way, it may have taken a little time but time matters, details matter. Why have a Board if we’re not respected because you just do what you want anyway? M. Hanks said that sometimes decisions have to be made to get stuff done and we can’t let perfection be the enemy of good. M. Hanks said staff went to the sign maker and determined there was a problem that had to be solved; staff worked with the sign maker and made a decision. She was having a hard time saying we need to slap someone’s hands for a decision to put the logo on a white background instead of navy. We have a solution, and she didn’t see how it was disrespectful to anyone on the Board. Dull said a couple of meetings ago, Heins asked what they were all passionate about; he was passionate about brand marketing and being strategic, he was 3 doors down from Village Hall and he was and available 24 hours a day. It’s what he does. He wasn’t aware of this decision to use a white background instead of navy, he wasn’t aware of this sticker purchase, he wasn’t asked where they bought the current stickers and what a quote might be, did we get 3 quotes on this, did we approve a quote, we spent an additional $1300 that didn’t need to be spent. His door was open, and the lack of not wanting to call because maybe this was what staff wanted, then that’s cool. Burns said this didn’t have anything to do with what staff “wanted”; they were simply trying to solve a problem. Andy interrupted Burns. Burns asked Dull if she could talk since he had monopolized the entire meeting. When it came to purchasing, the Village tries to spend tax dollars locally. The DDA has used Olmstead Signs for our custom sandwich boards for a very long time, Chuck is the one that made the original signs and the original stickers. Chuck is the local owner that sponsors the T-ball team and various events. Could the Village have saved a couple of hundred bucks by shopping with Andy’s online sticker company from Timbuktu? We probably could have, but every business owner on the DDA would probably prefer that we spend our DDA dollars locally, with local businesses. If she was wrong, then she suggested the board all speak up now. Sunderlin said that just because that background color changed, doesn’t mean they don’t appreciate the original design. G. Hanks said this was done. Could they move along? Chairman Heins said the point has been made and we all understand Dull’s concern, but he also agreed that the decision has been made and he liked what was there so let’s move on the next item on the agenda.

E. Village Egg Hunt Financials – Stanford-Butler gave a huge thanks to Stephanie Herder and her friends for hiding over 750 eggs with either candy or candy and a prize throughout the Village and for getting local businesses to sponsor the event and donate prizes. The event received $2,750 in sponsorships, had $238.91 in expenses, leaving the remaining $2,511.09 to add to the Spring Lake Sparkle budget.

F. Consider a recommendation for Village Council to approve a Social District for the Village

Dull asked who was going to pay for the materials needed such as stickers, cups and boundaries for the Social District. Stanford-Butler said the DDA was going to pay for them. Dull asked if she had an idea what it might cost. Stanford-Butler said not at this time, but it wasn’t going to be a big reach. Dull said he thought it would be a $2,000/$3,000 investment and the sticker decals on the sidewalks and the boundary signs were not his favorite. Dull asked who would be designing the Spring Lake Social District. Stanford-Butler said they were not that far yet, they
had to get the Social District approved yet. **Dull** asked if they would be using branding or professional services for that. **Stanford-Butler** said she had no idea. **Dull** asked what the timeline was. **Burns** said she was hoping they would be approved by the end of June. **G. Hanks** said the MLCC has speeded up the process so he thought the turnaround time would be quick.

Motion by **M. Hanks**, second by **Dull** to approve the Social District. All in favor, motion carried.

Yes: 8  No: 0

**G. Consider approving the DDA sponsoring two mini-grants through the GHACF: One for high school artists to paint our utility boxes and one for concrete games for the social district.**

**Dull** said that these two ideas from Angela and Chris are good but wondered if the Board had thought of any other ideas such as pathway lighting in the alleyway behind the Lilley Mansion or sculpture art along the trail, plants to put around the base of trees to keep weeds down, cracks and uneven pavers or power washing around the Village. **Dull** said he was a fan of Petoskey and how they painted everything black that they didn’t want visible, and he didn’t want to draw attention to the utility boxes, he would rather have them painted black and he didn’t think Spring Lake was a canvas for high school art. **Stanford-Butler** reminded Dull that he had provided his thoughts for the last meeting, and they were shared and discussed so that Dull was represented at the meeting. **Burns** explained that this was a social media competitive grant. We put forth 4 ideas and then the local residents will vote for their favorite idea, so the chances of anyone voting 2 thumbs up on power washing sidewalks or fixing brick paver is pretty slim, but if he wanted to put that forward, that can certainly be done. **Dull** said that he felt the level of which they were trying to drive the Village aesthetically doesn’t meet the canvas of high school art. With everyone making an investment into the downtown, he wasn’t sure that kids’ artwork reflected that. **Sunderlin** replied that there was a lot of talented artists at the high school level. **Dull** said that he didn’t disagree with that, and he painted when he was in high school, but he said the Village was investing millions of dollars to make it better so he would much rather see something like Ann Arbor where they had very talented artists. **Lopez** said he understood Dull’s point, but the Village was moving in the right direction and high school art was a big part of getting people engaged in the downtown. **Willison** said the bottom line was that student art was very well received.

Motion by **Willison**, second from **M. Hanks** to approve sponsoring two mini-grants through the GHACF: One for high school artists to paint our utility boxes and one for concrete games for the social district. All in favor, motion carried

Yes: 8  No: 0

**H. Miscellaneous – Johnson** reported that Council would be voting on the 7th Amendment Resolution and Ordinance on May 17th. **Johnson** shared that he
would be leaving the Village in mid-June to take an Internship in Long Beach CA.

VIII. **Board Member Comment – Dull** asked Lopez when he thought the streetlight plan would be done and did he need any help. **Lopez** said they were getting some really good PR for the Village Spruce-Up, sharing that he would be on WGHN in the morning from 9:15 to 9:30, they had radio commercials on air right now with Morgan Rescorla from Best Financial Credit Union and there was a Best Financial Facebook event that he would like everyone to share. **Lopez** also shared details of what had been ordered for the flowerpots, lighting, and Adirondack chairs that he would need help building.

**Dull** asked how many RFP’s had been received for the signage project. **Stanford-Butler** said 6. **Dull** asked if they could all be sent to the Board for review before the next meeting. **Stanford-Butler** said that they would be included in the next packet.

IX. **Public Comment** – There was no public comment.

X. **Adjournment**
Motion by **Lopez**, second from **Van Leeuwen Vega** the meeting adjourned at 1:38 p.m. All in favor, motion carried.

Yes: 8  No: 0

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Doug Heins, Chair  Maryann Fonkert, Deputy Clerk