I. Call to Order

Chairman Heins called the meeting to order at 12:02 p.m.

II. Roll Call:

Present: Heins – Chair, Dull – Vice Chair (12:09), Callen, G. Hanks (12:06), Lopez, Sunderlin, VanLeeuwen-Vega, Willison, M. Hanks (Council Liaison)

Absent: None

Staff Present: Stanford-Butler (DDA Director), Hinga (Clerk/Treasurer), and Fonkert (Deputy Clerk)

III. Approval of Minutes (8/12/2021 & 8/26/2021)

Motion by Willison, second from Lopez, to approve the minutes from the August 12, 2021 regular meeting and August 26, 2021 Work Session as presented. All in favor, motion carried.

Yes: 7  No: 0

IV. Approval of the Agenda

Motion by Callen, second from Willison, to approve the agenda as amended, moving item VI. B. up to VI. A. All in favor, motion carried.

Yes: 7  No: 0

V. Financial Reports – Hinga reviewed the details of the Financial Reports with the Board.

Motion by Callen, second from Lopez, to approve the Financial Reports, all in favor, motion carried.

Yes: 8  No: 0

VI. Business
A. Bonding Resolution - Hinga shared the 15-year bond coverage projections with the Board and explained what was covered by the Resolution.

Motion by M. Hanks, second from Lopez, to approve the Bonding Resolution for Tanglefoot Park redevelopment and forward it to Village Council, pledging their full faith and credit. All in favor, motion carried.

Yes: 9  No: 0

B. Shoreline Visitor’s Guide

Rhonda Cobb, owner and publisher for Cobb Communications and producer of the Shoreline Visitor’s Guide, gave an overview of her proposal to include the Village in a two-page spread in the 2022 Spring/Summer Shoreline Visitor’s Guide for a cost of $1,800. Ms. Cobb added that their staff would go out in the community to get commitments from local businesses to include their information in the Guide.

The Board discussed this proposal and agreed they would like to accept Ms. Cobb’s proposal.

Motion by M. Hanks, second from Van Leeuwen-Vega to approve participation in the 2022 Spring Summer Shoreline Visitors Guide at a cost of $1,800. All in favor, motion carried.

Yes: 9  No: 0

C. Merchant Mixer – Lopez gave an overview of the committee’s discussion and recommendations for holding Merchant Mixers (new name for mixers TBD). The Committee consisted of Lopez, M. Hanks and G. Hanks. Lopez explained that Seven Steps up would host the first meeting and other locations would be sought for future meetings, and the general idea was to start the meeting with a brief introduction then break out into smaller groups with each group joined by a DDA member. M. Hanks explained that the plan was to keep the meetings to an hour, which would keep the time commitment small, and have a clear and controlled agenda, with potential meeting dates of the second Tuesday of the months of October, November, January, February, March and April, when businesses are more likely to attend.

Lopez said the purpose of these meetings would be to:
- Clarify the DDA’s role was in the community.
- Listen to comments and concerns of business owners.
- Resolve any concerns at the time or set up an appointment with the appropriate staff member.
- Promote a general sense of good will between businesses, the DDA and Government overall.
- Promote a sense of community between businesses and the DDA.
- Start setting a framework of communication that is clear and consistent between the DDA Board, property, and business owners.

The Board discussed the time commitment, first meeting agenda items and Merchant Mixer details.

Motion by Lopez, second from Sunderlin, to approve hosting seven (7) Merchant Mixers with a budget of up to $2,500 if needed.

Yes: 9  No: 0

D. Power Washing – Stanford-Butler updated the Board on sidewalk power washing through a DDA Meeting Agenda Report dated September 7, 2021. Lopez reported that the company went above and beyond in doing their job.


F. EV Charger Update – Stanford-Butler updated the Board on the EV Charging Stations through a DDA Meeting Agenda Report dated September 9, 2021. The Board agreed they would like to have Cousins attend the next meeting to explain details.


H. Miscellaneous –

- Stanford-Butler reported that the Rotary Dr. murals were finished, and a reveal party will be held on September 22nd at 5:30 p.m.

VII. Board Member Comment -

- Van Leeuwen-Vega asked if there were any alternatives for signage for businesses that were not on Savidge. Stanford-Butler said she would send the Sign Ordinance to everyone, and the Board could have a discussion and come up with some solutions to take to the Planning Commission and Council for changes.

- Dull asked for an update on changing bulbs in the light strings so they match. Lopez said the bulbs were in and would be replaced in the next couple of weeks.

VIII. Public Comment

- Maggie McKeithan, Spring Lake District Library Director, invited the Board to the Library’s “Bond” Fire on Thursday, September 16th, from 5:00 – 8:00 p.m.
IX. Adjournment

Motion by Callen, second from Van Leeuwen-Vega the meeting adjourned at 1:19 p.m. All in favor, motion carried.

Yes: 9  
No: 0

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Doug Heins, Chair  Maryann Fonkert, Deputy Clerk