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

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

Absent: None

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

1. Food Truck Survey Results (Stanford-Butler) – Stanford-Butler gave an overview of the Food Truck Survey Results through an Agenda Report dated October 28, 2021. Stanford-Butler said that Vicki Vargo, owner of 205/207 Rex, was in attendance with some ideas regarding Food Trucks. The Board asked that Ms. Vargo speak at this time rather than wait for Public Comment.

Vicki Vargo, 205/207 Rex, encouraged the Board to allow food trucks on the 3 days that most of the restaurants in the Village were closed and shared that the town of Windermere, FL had food truck events every 4th Friday of the month and included music.

Stanford-Butler asked the Board if they were interested in having a Food Truck event once a month. The Board discussed holding events and agreed that they would like to have a Food Truck event once a week to be held on Sunday’s during this time that the bridge was being worked on. Burns cautioned the Board against doing events for free because if the vendor doesn’t have any skin in the game, they tend to be unreliable, so she encouraged them to create a fee structure and reminded them this would be a mass gathering. The Board asked Stanford-Butler to move forward to create weekly Food Truck events starting in November for Sunday, Monday, and Tuesday with a fee of $100 per day or $250 for three days and limit the number of trucks to 3. Ms. Vargo encouraged the Board to go to the Windemere website and see what they had for their food truck events. The Board discussed time frame for the event and agreed that Stanford-Butler should see what she could line up first.

2. EV Charging Stations Update (Bill Cousins) – Stanford-Butler gave an overview of the EV Charging Stations Update through an Agenda Report dated October 28, 2021. The Board agreed that they do not need a sponsor. Stanford-Butler said they would be writing the check for the EV charging stations tomorrow and the stations would be installed by the end of the year.

3. Weiss Façade Grant (Stanford-Butler) – Stanford-Butler reported that Weiss Chiropractic was done with their new façade so they would be reimbursed their grant amount.

4. Shop Small Saturday (Stanford-Butler) – Stanford-Butler shared that all businesses should be doing something to promote their business for Shop Small Saturday.

5. Miscellaneous –
- **Stanford-Butler** shared that the next meeting was scheduled for November 11th which was Veteran’s Day, and Village Hall would be closed for a working holiday, so would the Board prefer to hold just one combined Work Session/Regular meeting on November 18th, the previously agreed-on date, since the Work Session would fall on Thanksgiving. The **Board** agreed that a combined meeting on November 18, 2021 was preferred.

6. **Board Member Comments** –

- **Callen** shared that the City of Muskegon was updating their sidewalks and seating areas and suggested that the Village do something like that for the areas that need brick repair. **Burns** thought that was something the Board could discuss at their Strategic Planning and Goal Setting meeting in January. **Stanford-Butler** reported that the DPW was looking at the shoulder season as an opportunity for some of his newer/younger guys to get those projects done.
- **Lopez** reported that Lilley Mansion would be closed in January and February to become ADA compliant and would be commercial on the first floor, stay residential on the second floor and basement, however, they were required to come up with a certain number of parking spaces and, at this time, they were short 3 spaces. **Lopez** asked if a potential parking agreement could be added to the next meeting agenda for discussion.
- **Sunderlin** shared that this would be her last meeting because she had taken a new job and would be moving out of the Village and that it has been an honor to serve on this board.
- **Lopez** said that he felt it was very important that they hold a Merchant Mixer before Sparkle in order to update the businesses on the events. **Stanford-Butler** asked for direction from M. Hanks to put the Merchant Mixer on. **M. Hanks** agreed to help and suggested Tuesday, November 9, 2021 at Seven Steps Up from 5:30 to 6:30.

7. **Public Comment** –

- Vicki Vargo, 207 Rex, asked the Board to consider bringing food trucks that have something to offer that the current restaurants don’t have.
- Sandy Parker, 230 River St., shared that she was applying for Sunderlin’s newly vacated seat on the Board.

8. **Adjournment**

There being no further business, the meeting adjourned at 12:53 p.m.