I. Call to Order

Chairman Heins called the meeting to order at 12:01 p.m.

II. Roll Call:

Present: Heins (Chair), Dull (Vice-Chair), Callen, G. Hanks, Parker, Van Leeuwen-Vega, and Willison

Absent: M. Hanks (Council Liaison)

Staff Present: Burns (Village Manager), Elliott Stepanian (Assistant to the Village Manager) and Fonkert (Deputy Clerk)

III. Introduction of DDA Director Stefanie Herder – Burns introduced Stefanie Herder to the Board. Herder shared a little about herself. The Board introduced themselves and welcomed Herder to the DDA.

IV. Approval of Minutes of the December 9, 2021 combined regular meeting and work session.

Motion by Dull, second from Willison, to approve the minutes from the December 9, 2021 combined regular meeting and work session as presented. All in favor, motion carried.

Yes: 7  No: 0

V. Approval of the Agenda

Motion by Van Leeuwen-Vega, second from Parker, to approve the agenda as presented. All in favor, motion carried.

Yes: 7  No: 0

VI. Financial Reports – Burns presented the Financial Reports to the Board.

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

Yes: 7  No: 0
VII. Business


Shandra Martinez introduced herself and gave an overview of what Issue Media Group provided through their publication.

Motion by G. Hanks, second from Van Leeuwen-Vega, to approve the renewal of the Issue Media Group annual contract for a cost to the DDA of $4,000.00/year. All in favor, motion carried.

Yes: 7  No: 0

B. Member Resignation (Robert Lopez) – Burns updated the Board on the resignation of Robert Lopez.

C. Applications for Appointment – Burns provided an overview of the applications submitted for the Board vacancy created by the resignation of Lopez through an Agenda Report dated January 10, 2022. The Board discussed the applications submitted and the majority agreed that Joe Stalec would be the best candidate.

Motion by G. Hanks, second from Willison, to recommend that Village Council appoint Joe Stalec to fill the vacant seat on the DDA Board with a term ending of 11/2024. Motion carried, with one voting in opposition.

Yes: 6  No: 1 (Dull)

D. Eat in the Street Review – Herder provided a recap of the Eat in the Street event through an Agenda Report dated January 10, 2022 and emails she had received from the Food Trucks that had participated. Chairman Heins suggested the need for more advertising and better parking for convenience and visibility. The Board discussed possible locations and whether or not to continue the Food Truck event and decided to discontinue the event at this time.

E. Business Connect: Next Meetings – This item was put on hold until M. Hanks could report.

F. EV Charger Update – Cousins reported on the EV Charging Station Ribbon Cutting and the charging usage data since installation and recommended providing free charging for the first couple of months while collecting data and go from there to base fees. Cousins also provided an overview of two private parties interested in installing and operating two DCFC (fast charging) stations
in the Village through an Agenda Report dated January 13, 2022. The Board discussed having a private party install and operate two fast charging stations and implementing fees for the Level 2 charging stations.

Motion by Callen, second from Dull, to approve staff taking action to reach a tentative agreement on a license agreement with review by the Village Attorney. All in favor, motion carried.

Yes: 7  No: 0

G. 2.22.2022 Twos Day Promotion – Herder provided an overview of the Twos Day Promotions 2/22/22 through an Agenda Report dated January 13, 2022. The Board agreed this would be a fun off-season promotion.

H. Miscellaneous – Burns reviewed the Strategic Planning & Budget process with the Board for their Strategic Planning meeting on January 15, 2022.

VIII. Board Member Comment -
   • Dull asked where they were with Wayfinding Signage. Burns said she would look into that.

IX. Public Comment
   • N/A

X. Adjournment

Motion by Callen, second from Willison the meeting adjourned at 1:11 p.m. All in favor, motion carried.

Yes: 7  No: 0

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Doug Heins, Chair                  Maryann Fonkert, Deputy Clerk