Chairman Heins called the meeting to order at 12:00 p.m.

Present: Chairman Heins, Dull (Vice-Chari, Callen, G. Hanks, Parker, Stalec, Van Leeuwen-Vega, Willison and M. Hanks (Council Liaison)

Absent: None

Staff Present: Herder (DDA Director) and Fonkert (Deputy Clerk)

1. **2.22.22 Wrap Up – Herder** provided an overview of 2.22.22 through an Agenda Report dated February 22, 2022. Chairman Heins said he thought the event was very successful and the Board agreed.

2. **EV Charging Stations Update – Herder** provided an overview of a proposed Level 3 EV Charging Stations at 213 S Cutler St. through an Agenda Report dated February 24, 2022. Herder added that Stepanian had discover that videos could be added to the charging stations and that she had met with an EV enthusiast group at Fuel and introduced herself.

3. **Holiday Decorations – Herder** updated the Board on the 2022 Holiday decorations and agreement with Hometown Decorations through an Agenda Report dated February 21, 2022. The Board agreed they wanted to extend decorations from Fruitport Road to the bridge this item could be added to the Consent Agenda.

4. **West Michigan Tourism Assoc. Partnership – Herder** provided an overview of a possible partnership with West Michigan Tourism Association through an Agenda Report dated February 21, 2022. Willison and Dull and G. Hanks asked if a list could be provided of the programs/memberships that the DDA was involved with or that Herder thought they should consider before adding this one. Herder said she would get that information for the Board. M. Hanks felt that West Michigan Tourism Association was a very useful organization. Chairman Heins said that since this membership was only $300 he would like to see a dollar amount set where Herder was able to make a decision without having to bring it to the Board. The Board agreed but M. Hanks felt there was value in discussion so she didn’t want Herder to feel that she couldn’t bring items to the Board just because they were in her approved dollar amount range.

5. **Strategic Planning Results – Herder** provided an update on Strategic Planning Results through an Agenda Report dated February 21, 2022. Herder shared that she was making progress on updating the website. Dull asked to discuss a new website at another meeting. Herder said that they could do that, however, she could not wait 6 to 8 months for a new website to be developed because she needed to information now and the current website was looking much better. The Board discussed website content and the To-do Project List from the Strategic Planning results agreed that getting small items out of the way first would let them focus on larger projects.
6. **Business Connect meetings** – M. Hanks shared that the previous meetings had been successful, and she and Gary didn’t have a problem continuing to host at Seven Steps Up if the Board would like to continue to hold these meetings. Van Leeuwen-Vega and Chairman Heins had also attended the previous meetings and agreed that they were successful and felt that they would grow in attendance as business owners saw value in them. The Board discussed how often and best time to hold future Business Connect meetings and agreed on quarterly. M. Hanks said she would bring proposed quarterly dates to the next meeting.

7. **DDA Promotions Calendar & Strategy** – Herder provided an overview of the DDA Promotions Calendar of Events/Promotions through an Agenda Report dated February 21, 2022. Chairman Heins suggested a monthly Spring Lake Village Calendar of events would be handy. The Board agreed a calendar was a good idea.

8. **Saturday Night Socials** – M. Hanks explained their idea of holding Saturday Night Socials that would include moving the movies at Central Park to the DDA and shown outside at Seven Steps Up along with music events and silent Disco/silent Headphone events which would include family time for the first 2 hours and in case of inclement weather they could move the events inside. M. Hanks said they would be asking Council to consider extending the Social District 10:00 p.m. closing time to 11:00 p.m. for Friday and Saturday nights.

9. **Board Member Comment** – Parker shared that she holds Sunday morning yoga at Central Park at 10 a.m. from Memorial Day weekend to Labor Day weekend.

10. **Public Comment:**
    - Vicki Vargo, owner of 205/207 Rex St., shared her opinion on Holiday decorations, the inconsistent look of the west end of the Village and short-term rentals.
    - Ryan Weber, 16916 Cecelia, Ferrysburg, shared his plan for a mixed-use development at 823 W Savidge.

11. **Adjournment**

    There being no further business, the meeting adjourned at 1:19 p.m.

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    Doug Heins, Chair              Maryann Fonkert, Deputy Clerk