Draft Minutes
DDA Work Session
Thursday, March 24, 2022 @ 12:00 p.m.
Barber School, 102 W. Exchange St.
Spring Lake, MI 49456

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

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

Absent: Dull

Herder reported that Andy Dull had resigned his seat on the Board so they would be looking for someone to fill that vacancy.

Staff Present: Herder (DDA Director), Burns, Village Manager and Stepanian, Assistant to the Village Manager.

1. Rotary Drive Arch & Street Light Poles Painting Quote – Herder provided an overview of the Rotary Drive Arch & Street Light Poles painting quote from Painting Services of Spring Lake through an Agenda Report dated March 22, 2022. Burns added that the quote from Painting Services of Spring Lake for both the arch and the light poles was only slightly higher than Dave Cole Decorators’ quote to repaint just the arch at Rotary Drive. The Board discussed this quote and agreed it could be added to the Consent Agenda.


3. Social District Corn Hole Game Location – Herder provided an overview regarding the placement of the Corn Hole Game for the Social District through an Agenda Report dated March 22, 2022. The Board discussed placement for the Corn Hole game and agreed that the area where the Temperance Fountain had been located made sense.

4. Relocation of Temperance Fountain – Herder provided an overview of relocating the Temperance Fountain through an Agenda Report dated March 22, 2022. Burns reported that she had reached out to Brandon Brown and Eric Wolf to see if they were interested in placing the fountain in their landscaping plan so she was waiting for an answer. Parker suggested the clock tower. Burns said that was a possibility and there was a water connection in that area already. Parker asked if the Historic Commission should be contacted. Burns said they could bring that Board into this discussion.

5. Photography & Video Proposals – Herder provided an overview of the Photography & Video proposals from Chase Loreto Creative, Wise Bear Creative, and Craig
Watson Photography through an Agenda Report dated March 22, 2022. The Board discussed the proposals and, because they were quite detailed and included different services, asked Herder to compare the proposals and give them her recommendation. Herder said she would do that.

6. Website Progress | visitspringlakemi.com – Herder shared the updates to the visitspringlakemi.com website that she has been working on. The Board was very happy with the progress.

7. DDA Mission Statement – A. Dull – Herder said this was an item that Dull had wanted to be added to the agenda and provided some sample statements for the Board to review. Van Leeuwen-Vega offered to draft a Mission Statement. G. Hanks shared Ann Arbor’s Mission Statement and a draft statement he had created. Chairman Heins suggested G. Hanks and Van Leeuwen-Vega work together to draft a Mission Statement. The Board agreed.

8. DPW Updates – Herder provided DPW’s updates through an Agenda Report dated March 22, 2022. G. Hanks asked to have maintenance on a few lights. Burns said they were on the list and just waiting on parts. Chairman Heins asked about repair to the bricks at the street corners. Burns said they would be repaired, and the new snow removal equipment should remedy that problem. Callen offered to do a walk around to determine where the bike racks should go.


11. Grant Updates – Stepanian provided an update of the Grant & Economic Development through an Agenda Report dated March 22, 2022. Herder added that she had received tips from Dave Lorenz to help businesses be more visible.

12. Burns asked the Board how they wanted staff to handle a business with a sandwich board sign that was very much in disrepair. The Board suggested a letter stating the consequences if they do not bring their sign into compliance with the Ordinance in the required time and then follow through with those consequences if the sign remained the same.

13. Herder asked if the Board still wanted to continue Village Connect meetings and shared proposed dates for the next 4 meetings. The Board agreed they would like to continue.

14. Herder shared the articles about the Village in the Visitors Guide, and that Kim Van Kampen was going to go ahead with the mural on the back of Brooklyn Bagel. Burns shared an email from a gentleman thanking the Village for the EV charging station
and how much he enjoyed the Village.

15. Board Member Comments –

16. Public Comment: - N/A

17. Adjournment

There being no further business, the meeting adjourned at 1:15 p.m.

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Doug Heins, Chair                  Maryann Fonkert, Deputy Clerk