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

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

Absent: Willison

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

1. **DDA Board Member Open Seat Update – Herder** provided an overview of the candidate interviews through an Agenda Report dated April 22, 2022. Van Leeuwen-Vega reported that all of the candidates were qualified but the Committee recommended Amy Brashler to fill the open seat due to her unique experience.

2. **Lilley Mansion Fire Suppression Grant – Herder** provided an overview of a $15,000 Fire Suppression Grant application submitted by the Lilley Mansion through an Agenda Report dated April 22, 2022.

   The Board discussed the application from Lilley Mansion and agreed to add this application to the Consent Agenda.

3. **Great Village Egg Hunt Wrap Up – Herder** provided a recap of the Great Village Easter Egg Hunt through an Agenda Report dated April 22, 2022 and asked the Board if they would like to use the remaining unspent sponsorship dollars on marketing for upcoming events like Social Saturdays. M. Hanks suggested they use an electronic billboard company like Blip that advertise events on the highways. Herder said she would get pricing from Advanced Signs and other companies.


5. **Lilley Cares Spring Spruce Up Project – Herder** provided an overview of the Lilley Cares Spring Spruce Up project through an Agenda Report dated April 22, 2022. Van Leeuwen-Vega asked if they could request using red and purple flowers that would read as the Village branding colors instead of pink flowers. Burns said they could suggest that.

6. **DDA Mission Statement – G. Hanks & L. Vega** provided a Draft DDA Mission Statement for the Board’s review. Van Leeuwen-Vega read the draft Mission Statement that she and G. Hanks had created. M. Hanks suggested that they add
“for the benefit of businesses, residents and visitors alike”. The **Board** discussed the draft Mission Statement wording and agreed to add this to the next agenda to be voted on.

7. **Rent.Fun Kayak Rental Proposal – Herder** provided an overview of the Rent.Fun Kayak Rental proposal through an Agenda Report dated April 22, 2022. The **Board** discussed kayak rental and storage lockers and agreed they would like to add the purchase of 8 storage lockers to the Consent Agenda.

8. **Mini Grants Discussion – Herder** provided an overview of turning what was currently a $10,000 Branding Grant into mini-grants for things like professional photography and videos through an Agenda Report dated April 22, 2022. The **Board** discussed mini-grants for professional photography, the appropriate amount per grant, and having the applicant match the grant amount by 50%. The **Board** agreed they would like to see what packages the photographers had to offer for this program.

9. **Board Member Comments – G. Hanks** asked **Herder** if she could reach out to El Mesquite and, as a new business in the Village, encourage them to join the Chamber so they could do a big, publicized ribbon cutting. **Herder** said she would reach out to them. **M. Hanks** asked **Herder** if she would start promoting the next Business Connect now. **Herder** said she was getting ready to start that promotion.

10. **Public Comment:** N/A

11. **Adjournment**

There being no further business, the meeting adjourned at 12:54 p.m.

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Doug Heins, Chair               Maryann Fonkert, Deputy Clerk