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

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

Absent: Callen and Parker

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

1. Social Saturdays Update – Herder provided an update on Social Saturdays through an Agenda Report dated May 24, 2022, noting a master calendar for all events and meeting with different businesses to share event ideas.

2. Egg Hunt Remaining Sponsorship Funds – Herder provided an overview of the remaining sponsorship funds from the Egg Hunt through an Agenda Report dated May 24, 2022.

The Board discussed a digital billboard ad and whether to start promoting Social Saturdays in June or wait until July 2nd when Seven Steps Up and Stan’s Bar start their Social Saturday events and agreed to spend $3000 to rent both sides of the digital billboard directing people to go to, for example, VisitSpringLakeMI, starting in mid-June for 2 months.

3. Barber School Repairs – Burns provided an overview of the Barber School repairs through an Agenda Report dated May 9th, 2022

The Board agreed that Barber School should be evaluated, and recommendations made on needed repairs and wanted renovations and enhancements to give them an idea of the costs they would be looking at.

4. DDA Marketing Grant Program Proposal – Herder provided an overview of the suggestion to change the Branding Grant program to a Marketing Grand program through an Agenda Report dated April 22, 2022.

The Board agreed that Marketing Grants would be beneficial to local businesses and discussed how they would like to see the grants used if they should be matched. The Board tasked Herder with creating a draft grant application.

5. 2022/2023 Budget Discussion – Hinga reviewed the draft DDA 22/23 Budget.

6. Board Member Comments –
   • Van Leeuwen-Vega shared details of the Memorial Day Parade. Manager Burns, Herder and the Board thanked Van Leeuwen-Vega and Stanford-Butler for taking
over the organization of the parade and Chairman **Heins** for sponsoring.

- Manager **Burns** reported that the Corn Hole game has been installed and Seven Steps Up is hosting the bags.

7. **Public Comment:** - N/A

8. **Adjournment**

There being no further business, the meeting adjourned at 12:47 p.m.

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Doug Heins, Chair                 Maryann Fonkert, Deputy Clerk