Minutes
DDA Work Session
Thursday, July 28, 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 (Chairman), Braschler, Callen, G. Hanks, Stalec, Willison, and M. Hanks (Council Liaison)

Absent: Lesley Van Leeuwen-Vega (Vice Chair)

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

1. **Open Board Seats (2)**- Herder reported that due to the resignation of Gary and Michelle Hanks, there are 2 open positions on the DDA Board that are being promoted.

   The Board discussed the open seats and how they would be filled

2. **Marketing Plan 2022/2023**- Herder provided the Board a proposal documenting potential marketing opportunities for the village for 2023.

   The Board discussed the opportunity for expanded Social Media coverage for the Village and agreed this would be a good idea.

3. **Board Member Comments** –
   - **Landscaping**
     
     The Board followed up regarding the vegetation in Tanglefoot Park and continued the discussion regarding further landscaping opportunities along bike trails near the waterside, along with the upkeep of existing landscaped areas by the Volunteer program.

   - **Social District**
     
     The Board discussed the durability and aesthetic of existing Adirondack Chairs available in the social district for resident use and the pragmatic necessity to replace them with a more durable option for Summer 2023.

     The Board discussed the opportunities to expand and enhance the social district to provide a greater draw and appeal to both residents and travelers.

     Herder & Stepanian proposed utilizing the empty alleyways in the social district to create niche social spaces.

     Parker proposed chalets for small growing business in the alleyways or mirroring the Downtown Muskegon Chalets along the walkway.

   - **Seven Steps Up**
     
     The Board discussed how the closing of Seven Steps Up would impact the success of Social Saturdays in the Village.

     Herder confirmed that Seven Steps up was honoring their contractual agreements with bands that they have been ticketing all Summer; however, they are adjusting the venue to move entertainment indoors at this time.
Herder presented the idea of continuing to host a band, Knee Deep, that had been scheduled but not contracted to play the venue on September 3rd at another local location.

The Board discussed the usefulness and contribution this would provide the community; and how and where this would be accommodated on a Holiday weekend.

- **Social Saturday**

  The Board discussed the future of Social Saturday events going forward into 2023 and considered the benefit of utilizing food trucks and sidewalk sales in the social district.

- **Boating Pass**

  The Board followed up with Herder regarding the proposed Annual Pass. Herder confirmed that she followed up with Manager Burns who would discuss that implementation and benefits with the Parks and Recreation Board before bringing it up to the Village Council.

  The Board discussed the possibility of businesses in the Village validating parking passes, reflecting the procedure followed in downtown Grand Rapids.

- **Sparkle Foundation**

  The Board discussed the upcoming fundraiser “The Lilly Summer Bash”.

  Herder acknowledged need to follow up with the Sparkle Foundation to determine plans for the upcoming holidays.

- **Applicants**

  The Board discussed potential DDA Board applicant: Patrick Roggenbau & Lilley Mansion

- **Bike Racks**

  Parker questioned the status of the bike racks being placed throughout the Village.

  Herder confirmed that Wally and DPW have been drilling whole in preparation for their placement.

  The Board will further analyze whether additional bike racks needed during a future meeting to address any changes in demand.

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

5. **Adjournment**

There being no further business, the meeting adjourned at 12:30 p.m.

Doug Heins, Chair