I. Call to Order

Vice Chairman Van Leeuwen-Vega called the meeting to order at 12:00 p.m.

II. Roll Call:

Present: Van Leeuwen-Vega (Vice-Chair), Braschler, Callen, Parker, and Stalec.

Absent: Heins (Chairman), Willison

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

III. Approval of Minutes of the July 14, 2022 regular meeting and July 28, 2022 Work Session.

Motion by Braschler, second from Stalec, to approve the minutes from the July 14 12, 2022 regular meeting, and July 28, 2022 Work Session as presented. All in favor, motion carried.

Yes: 5  No: 0

IV. Approval of the Agenda

Motion by Callen, second from Stalec to approve the agenda as presented. All in favor, motion carried.

Yes: 5  No: 0

V. Financial Reports – The Board had no questions regarding the financial reports.

Motion by Callen, second from Braschler to approve the finance reports as presented. All in favor, motion carried.

Yes: 5  No: 0

VI. Business

A. Open Board Seats

Herder provided an update on the open seats vacated by Gary and Michelle Hanks through an agenda report dated July 26, 2022.

Motion by Callen, second from Stalec to recommend the appointment of Patrick Roggenbau to the Downtown Development Authority Board.

Yes: 5  No: 0
B. DDA Marketing Plan & Advertising Investment

Herder proposed a $100/month budget for social media advertising as well as maintaining the Village’s radio presence on WGHN for $50/week with the intent of working towards a podcast in the future.

Motion by Braschler, second from Parker to approve the proposed social media monthly budget of $150.

Yes: 5  No: 0

C. Miscellaneous

Van Leeuwen-Vega request an update on Social Saturdays. Herder gave a brief summary of upcoming Social Saturday events. Braschler prompted whether there would be space available for paid vendors during future events. Parker brought up the potential of utilizing kiosks for paid vendors.

Van Leeuwen-Vega questioned whether all of Seven Steps Up’s scheduled performances had been moved indoors. Herder confirmed that was accurate.

Herder discussed the purchase of a tent for the village to utilize for outside events.

Callen questioned whether there had been any expressed interest in the purchase of RFB. Herder confirmed that there had been expressed interest in the property but nothing conclusive.

IV. Board Member Comment

Parker questioned the progress with the Kayak business. Herder acknowledged that the business was having difficulty acquiring their livery license, but the contract was not in effect until the 2023 season.

Callen questioned whether the Laker Leaders had received their shirts. Herder confirmed that the shirts were in print at this time.

Parker presented the idea of further expressing the Village’s Thanks to the Laker Leaders outside of the shirts. The Board discussed the merits of further means of expressing gratitude to the volunteers.

V. Public Comment

Jones acknowledged that she had received a phone call from a traveler from across the state that intends to return to the area after noticing an advertisement for the Village in the Shoreline Visitor’s Guide.

VI. Adjournment

There being no further business, motion by Callen, second from Stalec, the meeting adjourned at 12:23 p.m.

Yes: 5  No: 0

__________________________________________  Jordan Schwing, Deputy Clerk
Heins, Chair