I. Call to Order

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

II. Roll Call:

Present: Heins (Chairman), Van Leeuwen-Vega (Vice-Chair), Callen, Parker & Stalec
Absent: Braschler, Pauli, Roggenbau, Willison
Staff Present: Herder (DDA Director), Stepanian (Assistant to the Village Manager), and Schwing (Deputy Clerk)

III. Approval of Minutes of the September 8, 2022, regular meeting and September 22, 2022, Work Session.

Motion by Van Leeuwen-Vega, second from Parker, to approve the minutes from the August 11, 2022, regular meeting, and August 25, 2022, Work Session as presented. All in favor, motion carried.

Yes: 5  No: 0

IV. Approval of the Agenda

Motion by Callen, second from Van Leeuwen-Vega to approve the agenda as presented. All in favor, motion carried.

Yes: 5  No: 0

V. Consent Agenda

A. Consideration of a motion to approve the submitted Marketing Grant applications for the following DDA Businesses:

- Spring Lake Day Spa - $1,000
- Ace Hardware - $416.25
- Grand Finale Bakeshop & Café - $1,000
- Tri-City Auto Repair - $1,000
- The Lilley Mansion - $1,000
- On The Path Yoga - $1,000

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

Yes: 5  No: 0
VI. Financial Reports – **Herder** discussed the $100,000 budget for the wayfinding signage and the current status of the project.

The **Board** had no further questions regarding the financial reports.

Motion by **Callen**, second from **Parker** to approve the Finance Reports as presented. All in favor, motion carried.

Yes: 5  No: 0

VII. Business

A. Red & Gray Days

**Herder** reported that the 2022 Red and Gray Days had gone well and discussed future community engagement at the event.

The **Board** discussed possible changes to the Homecoming parade, including altering the parade route and involving interested business in the parade line up.

B. Spring Lake Spooktacular – October 28th – October 31st

**Herder** discussed the Halloween events being hosted by Village Businesses and her efforts to reach out to encourage more businesses involvement in downtown festivities.

The **Board** considered future festive décor for downtown for future holidays.

**Stalec** explained the “Spooky Sunday” event being held at Stan’s Bar on October 30th.

C. Billboards

**Herder** discussed utilizing billboards along the highway to generate public interest in the holiday events that would be occurring in the Village; this signage would cost $750 a month, per side.

The **Board** discussed the timeframe they wanted the billboard displayed and the different advertisements that could be utilized to spark public interest.

Motion by **Van Leeuwen-Vega**, second from **Parker** to approve the use of a billboard, on both sides, for a total of $1500 to promote events in the Village. All in favor, motion carried.

Yes: 5  No: 0

D. Grand Haven Area Visitors Guide Advertising

**Herder** presented the opportunity to change or renew the half page Village advertisement in the Grand Haven Area Visitors Guide for $1840 and presented several alternative ideas for the design based on those of other local municipalities.

The **Board** discussed the costs associated with the variety of advertisement sizes for the Village and considered funding options that would make advertising with the Village more appealing to local businesses in the future.

Motion by **Stalec**, second from **Parker** to approve to purchase a half page advertisement in the Grand Haven Area Visitors Guide. All in favor, motion carried.

Yes: 5  No: 0
E. Redevelopment Ready Community Certification

Stepanian explained that the Village had attained Essential Status from the Michigan Economic Development Corporation’s Redevelopment Ready Community certification program and how this was beneficial for future development opportunities.

The Board and Stepanian discussed what steps were necessary to reach the next certification phase.

F. Miscellaneous

Van Leeuwen-Vega inquired about an “Art in the Park” brochure for Spring Lake. Herder explained that the Visitor’s Bureau was interested in having her next intern create an art brochure for Spring Lake.

Heins questioned the possibility of creating a self-guided tour for the Village’s art. Herder agreed and discussed potential means of making the art more easily accessible to visitors.

Herder spoke on the possibility of Harbor Transit offering volunteer-lead guided tours of the area. Stepanian explained that he would bring this possibility to the Historic Commission to compile a list of documented historical sights that could be included on these tours.

Van Leeuwen-Vega spoke on the creation of small informational handouts that could list area attractions to better guide Village visitors. The Board considered this and discussed additional options to provide this information to Visitors.

VIII. Board Member Comment

Parker gave a reminder regarding Ace Hardware Ladies’ Night. The Board discussed the past success of the event.

IX. Public Comment - N/A

IV. Adjournment

There being no further business, motion by Callen, second from Parker, the meeting adjourned at 12:40 p.m.

Yes: 5  No: 0

Van Leeuwen-Vega, Vice-Chair  Jordan Schwing, Deputy Clerk