I. Call to Order

Vice-Chair 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, Roggenbau, Stalec, Willison

Absent: Heins (Chairman)

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

III. Approval of Minutes of the August 11, 2022, regular meeting and August 25, 2022, Work Session.

Motion by Willison, 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: 7   No: 0

IV. Approval of the Agenda

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

Yes: 7   No: 0

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

VI. Business

A. Open Board Seats

Herder provided an update on the open seat through an agenda report dated August 23, 2022.

Motion by Braschler, second from Willison to recommend the appointment of Amanda Pauli to the Downtown Development Authority Board.

Yes: 7   No: 0

B. Business Connect Meeting-
The Board discussed the event taking place at Lilly Manor on Tuesday September 20th from 5-7pm and the networking opportunities provided by this and future events of this nature.

C. Expanded Social District-
Herder announced the approval that the Village received to expand the social district to include Barber School and Tanglefoot Park.

The Board discussed future opportunities to better enhance the Social District to provide a more aesthetically appealing, comfortable space for the public.

Van Leeuwen-Vega addressed the hours of operation for the fireplace at Tanglefoot Park that were listed in the newsletter. Herder confirmed that the Ottawa County Sheriff was responsible for turning it on over weekends, resulting in limited hours.

The Board discussed the possibility of a Board member being given a master key to better regulate the weekend hours of operation to provide increased use for the public.

D. Social Saturdays –
Herder discussed the success of the band and cornhole tournament during the most recent Social Saturday. Herder proceeded to propose that Social Saturdays be a monthly occurrence, opposed to a weekly event.

The Board discussed the merits of this and contemplate rotating the location to different areas within the village.

E. Red & Gray Days –
Herder discussed the possibility of promotional opportunities that Village businesses could participate in to promote Spring Lake High School Spirit Week.

The Board took this into consideration.

F. Spring Lake Spooktacular- October 28th – October 31st -
Herder discussed different events and opportunities that the Village could utilize to both celebrate the holiday weekend, but also generate interest and involvement from the community.

The Board discussed the potential and agreed to notify Herder if they heard of any events around that time.

G. 106 Buchanan St—
Herder notified the Board that three concept proposals detailing mixed-use properties that were offered to the Village in a bid to develop the gravel lot.

The Board combed through the documentation provided and debate the benefits and detriments provided for each proposal.

Motion by Parker, second from Roggenbau to not recommend, due to the great value of the property and that there’s no reason to offer tax abatement at this point, that a proposal including a tax abatement is not taken into consideration.
IV. Board Member Comment

Herder updated the Board on the status of the Wayfinding project and speculate that spring 2023 would likely begin its implementation.

Herder addressed the arrival of a new business, AAA Insurance, which will be located in the Front Porch Plaza.

Herder informed the Board that The Village Baker had sold and that the scheduled Oktoberfest was still scheduled to occur.

Van Leeuwen-Vega touched back on her thoughts that there should be steps taken to make the Tanglefoot fireplace hours more uniform to the park hours.

V. Public Comment- N/A

VI. Adjournment

There being no further business, motion by Callen, second from Willison, the meeting adjourned at 1:08 p.m.

Yes: 7  No: 0

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