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

Present: Chairman Heins (Chairman), Van Leeuwen-Vega (Vice Chair), Braschler, Parker, Roggenbau, Stalec, Willison

Absent: Callen (came in towards the end of the meeting)

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

1. **Swearing in of New Board Member- Schwing** read the Oath of Office to Amanda Pauli who accepted and took her place on the Board

2. **Business Connect Meeting Review**— The Board & Herder discussed the success of the event and ways to alter its format to better promote a conversational atmosphere as opposed to a presentation. Herder discussed the possibility of having guest speakers attend future events. The Board discussed adjustments to the meeting format that would encourage attendance and provide opportunities for small businesses to engage more casually with each other and the Board.

3. **Marketing Grant Update & Application Review** – The Board reviewed the applications that have been received at this point and what each business was looking to accomplish with the funds provided.

   Herder notified the Board that following the Social Media Takeover that had happened several weeks ago, she was approached by the Michigan Downtowns Association to nominate a Village Project for one of their awards. Herder submit Tanglefoot Park for the Best Placemaking Project award.

4. **Spring Lake Sparkle 2022 Update** – Herder discussed some of the proposed plans for the upcoming Holiday Season, which would begin the Saturday following Thanksgiving, that would include a Santa House at Epicurean and Santa Parade.

   Herder and Roggenbau discussed the Sparkle fundraiser: Sparkle Under the Stars, which will be held Thursday October 27th at Tanglefoot Park.

   The Board discussed renting a billboard to promote the Village’s Holiday events and generate public interest.

   Herder spoke on the Holiday Market at Tanglefoot Park that the Chamber is supporting this winter and its ideal location in the extended Social District. The Board discussed fundraising opportunities focused on utilizing the Social District and branded drink containers available for seasonal use.

   The Board expressed enthusiasm for the proposed events and reiterate the need for increasing advertisements for them.

5. **Board Member Comments**-
   - Wayfinding signs
Herder presented the progress that had been made on the Wayfinding Signs and detailed their potential designs, locations, and timeframe for installation. The Board accessed the project and provided feedback.

- **Fireplace at Tanglefoot Park**

  Herder notified the board that the Fireplace times of operations had been fixed and thanked Roggenbau for taking the weekend shift and turning it on.

  Heins expressed discontent that other communities have similar installations, and their public can turn it on for their desired period of use and the Village has not been able to accommodate a similar system.

  Herder will ask members of other communities at the future conferences she attends about what procedures they have in place for similar installations, in an effort to create a more user-friendly process for the fireplace.

- **Local Businesses**

  Herder updated the Board on Fuel’s continued closure and confirmed that the Village Baker has changed ownership. She also notified the Board that Old Boys Brewery had recently sold, but further details are unknown.

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

7. **Adjournment** -

   There being no further business, the meeting adjourned at 12:46 p.m.

___

Doug Heins, Chair  Jordan Schwing, Deputy Clerk