MINUTES

DDA Meeting
Thursday, December 8, 2022
12:00 P.M.
Barber School, 102 W. Exchange St.

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, Pauli, Stalec, & Willison
Absent: Braschler, Parker & Roggenbau
Staff Present: Herder (DDA Director), Stepanian (Assistant to the Village Manager), and Schwing (Deputy Clerk)

III. Approval of Minutes of the November 10, 2022, regular meeting and November 17, 2022, Work Session.

IV. Motion by Stalec, second from Van Leeuwen-Vega, to approve the minutes from the November 10, 2022, regular meeting and November 17, 2022, Work Session as presented. All in favor, motion carried.
Yes: 6 No: 0

IV. Consent Agenda
A. Consideration of a motion to ratify the approval of the resolution of support for the 209 W. Exchange Development Extension.

Motion by Callen, second from Pauli to approve the consent agenda as presented. All in favor, motion carried.
Yes: 6 No: 0

V. Financial Reports – The Board reviewed the financial reports

Motion by Callen, second from Stalec to approve the Finance Reports as presented. All in favor, motion carried.
Yes: 6 No: 0

VI. Business
A. Rotary St. Patty’s Day event/Tanglefoot Park fees

Herder discussed the Rotary Club’s history for sponsoring Snow Jam at Central Park and the donations they were able to make with the proceeds. Herder continued to explain that the Rotary Board intends to host a St. Patrick’s Day event instead of Snow Jam for 2023 and questioned whether the Village would be willing to waive the fees to rent Tanglefoot Pavilion for their event.

Stepanian clarified that the Village does waive the fees for entities that the Village support via taxes, like the schools and other municipal organizations.
The Board discussed the benefits against the draw backs of waiving the Tanglefoot Pavilion rental fees for the Rotary Board’s event.

Motion by Van Leeuwen-Vega, second from Callen to waive the rental and cleaning fees of Tanglefoot Park for Spring Lake Rotary’s St. Patrick’s Day event on Friday, March 17th 2023.

Yes: 6  No: 0

B. New Merch Store/Replenishing In-House Merch & Giveaways-

Herder informed the Board that an online store has been set up to sell Village Merchandise as a fundraiser. Herder explained the drop-shipping process that the store will utilize to provide products without requiring a physical supply; however, she does intend to have a supply of some physical products available.

The Board discussed the online store and different ways that Village merchandise and its proceeds could be utilized going forward.

C. Sweetwater Farmer’s Market –

Herder presented the possibility of the Village hosting the Sweetwater Farmer’s Market to the Board in an effort to generate more public engagement and use of Tanglefoot Pavilion.

The Board discussed this possibility and spoke on the benefits of additional utilization of the Tanglefoot Pavilion throughout the year.

D. Village People & Village Pet of the Week –

Herder spoke on the Village Constant Contact newsletter featuring a person and/or pet of the week to generate more engagement with the community.

The Board discussed if there would be individual qualifications and the need for nominee consent before expressing approval of the featurette.

VII. Board Member Comment – N/A

VIII. Public Comment – N/A

IX. Adjournment

There being no further business, motion by Callen, second from Willison, the meeting adjourned at 12:34 p.m.

Yes: 6  No: 0

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Doug Heins, Chair                Jordan Schwing, Deputy Clerk

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