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

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

Absent: Parker

Staff Present: Herder (DDA Director), Delamater (DPW Director), Hinga (Clerk/Treasurer) Schwing (Deputy Clerk)

1. Wayfinding Bids
   
   Herder presented the information she had received from the wayfinding sign designer as well as the bids received from two potential sign fabricators for the project to be decided upon and added to the consent agenda.

   The Board accessed the sign designs and the bids that had been received.

   Delamater explained the life expectancy of the materials that were being proposed for the signs and the associated costs that could be accrued over the sign’s lifetime for maintenance and repair.

   The Board discussed the provided assessment of the materials and costs of proposed sign maintenance as well as the size of the signs provided by the designer.

   Hinga inquired as to the necessity of $250,000 for wayfinding in the Village due to the widespread use of smartphone navigation and the size of the Village. Hinga questioned whether those funds could be better utilized on other projects.

   The Board discussed the benefits and detriments of pursuing one of the provided bids or whether the project should be reevaluated and scaled back to better utilize the allotted funds to provide the most value.

   The Board determined that a decision on the wayfinding project should be postponed so that aspects of the provided designs could be reevaluated for realistic implementation and the project could be reasonably scaled to fit community needs.

2. Strategic Plan Results & Review
   
   Herder discussed the results of the strategic planning meeting and the decision to prioritize Village infrastructure.

   Herder reviewed the list of projects discussed during the Strategic Planning Meeting in order of prioritization.

3. Planter & public Gardens Update
   
   Herder spoke regarding the procurement of professional assistance in beautifying and maintaining the Village planters and garden spaces.

   Callen inquired about the bidding process for contracting a gardening service.

   Herder explained the process used, the vendors in the area that she had spoken with and the range of pricing she had received for the project.

   The Board discussed a budget for the planting and maintenance of the Village planters and determined that the project should be rebid with a list of standardized expectations.
for the service.

The Board placed a budget of $15,000 for beautification and maintenance of Village planters and garden spaces.

4. EV Chargers Update

Herder provided an update on the use of the EV Chargers and the revenue received compared to costs required to maintain them. Herder spoke on comments she had heard regarding the cost to use Village EV Chargers compared to other Municipalities.

The Board discussed adjusting the EV Charger costs to remain competitive with other municipalities.

5. Village Photography

Herder provided samples of the photos taken by Chase to promote the Village in advertisements.

6. Seasonal & Transient Dock Passes

Herder discussed the existing seasonal and transient boat passes and changes that could be made in the process and procedure to better appeal to the public.

The Board discussed the existing passes against the benefits and detriments that could result from pursuing possible changes.

7. Village Council Presentation

Herder provided the Board the feedback that was received on the presentation she provided Council.

8. Miscellaneous

Herder presented the Windermere House marketing grant application to the Board.

9. Board Member Comment – N/A

10. Public Comment - N/A

11. Adjournment -

There being no further business, motion by Callen, second from Willison, the meeting adjourned at 12:31 P.M.

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Doug Heins, Chair                Jordan Schwing, Deputy Clerk