Minutes  
DDA Work Session  
Thursday, March 23, 2023 @ 12:00 p.m.  
Barber School, 102 W. Exchange St.  
Spring Lake, MI  49456  

Vice-Chair Van Leeuwen-Vega called the meeting to order at 12:01 p.m.

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

Absent: Chairman Heins (Chairman)

Staff Present: Herder (DDA Director) & Schwing (Deputy Clerk)

1. Lilley Cares Partnership Proposal
   Herder spoke on discussions that were had regarding a partnership with Lilly Cares regarding Sparkle and how decorating responsibilities would be divided.
   The Board inquired about details of the division of responsibilities.
   Joan Mack addressed the Board regarding the responsibility of the lights in the Village and how they would donate what lights Lilly Cares has to the Village.
   The Board request clarification on a prospective timeline for the agreement and the necessary funds to accommodate the desired decorating capacity of the Village.
   Herder gave the example of a three-year contract to collaborate and split decorating responsibilities with Lilly Cares.
   The Board discussed the benefits and detriments of a partnership with Lilly Cares.

2. Wayfinding Project Discussion
   Bernie and BJ from Advanced Signs spoke regarding the sign designs and the quality and durability of the sign specifications provided by the designers.
   The Board addressed the sign specifications that were presented and the work the design team did to achieve the designs provided to the Village.
   Jake from Universal Signs spoke regarding similar projects that had been completed in the past and details regarding the provided wayfinding sign specifications.
   The Board accessed both presentations and briefly questioned both presenters on their specific approaches to the implementation and manufacturing of the sign designs.

3. Village Streetscape Bids Project Update
   Herder notified the Board that all bids for the design and maintenance of the Village planters and green spaces came in over $10,000 so the project would need to go through a formal bidding process.
   The Board inquired about the bid process and the expected timeframe to receive bids for the project.
   Herder clarified that all bids would be due back by April 6th so that they could be discussed at the April 13th meeting.

4. Miscellaneous- N/A

5. Board Member Comment–
Willison requested that a list be assembled regarding the prioritization and cost for infrastructure upgrade projects that the Board will be a part of in the future.

Callen inquired about the Kayak rentals at Tanglefoot Park.

6. Public Comment- N/A

7. Adjournment -

There being no further business the meeting adjourned at 1:08 P.M.

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