MINUTES

DDA Meeting
Thursday, March 9, 2023
12:00 P.M.
Barber School, 102 W. Exchange St.

I. Call to Order
Chair Heins called the meeting to order at 12:04 p.m.

II. Roll Call:
Present: Heins (Chairman), Van Leeuwen-Vega (Vice-Chair), Callen, Parker, Stalec & Willison
Absent: Braschler, Pauli & Roggenbau
Staff Present: Herder (DDA Director) and Schwing (Deputy Clerk)

III. Approval of Minutes of the February 9, 2023, regular meeting and March 2, 2023, Work Session.
The Board accessed the provided the minutes from the February 9, 2023, regular meeting and March 2, 2023, Work Session as presented and approved. All in favor, motion carried.

Yes: 6  No: 0

IV. Approval of the Agenda
Motion by Callen, second from Parker to approve the agenda as presented. All in favor, motion carried.

Yes: 6  No: 0

V. Business

A. Pure Michigan Trail Towns
Herder reviewed the Pure Michigan Trail Towns requirements and included details as to what that would entail for the Village.
The Board accessed the benefits and detriments of pursuing Trail Town Designation at this time.

B. Wayfinding Project Update
Herder spoke regarding conversations she has had with her contacts from both perspective sign fabricators and their respective agreements to provide a representative to the next Work Session meeting to address the Board's questions.
Willison questioned the possibility of refacing existing signs and the possible financial benefit that could provide until the Wayfinding signs could be reasonably implemented.

The Board discussed the viability of the previously proposed sign designs and whether a short-term fix would be acceptable until a sign design could be settled upon.

C. Purchasing Policy Review
Herder reviewed the purchasing policy with the Board and the thresholds detailed therein.

D. Flower Planter Project Update
Herder explained the process that would be followed to advertise to interested business the opportunity to bid on the contract to plant and maintain the Village planters and green spaces.

E. Seasonal Transient Boat Passes
Herder spoke to the Board in regard to the cost for the production of transient boat slips and the likelihood to have a reasonable return on investment.

The Board discussed the successes and failures of past year’s policies in regard to the use of the transient Tanglefoot docks.

The Board considered methods to pull statistics on dock usage at Village parks to better address consumer needs and generate greater appeal in the future.

F. EV Chargers Rate Update
Herder spoke on adjusting the EV charging rates and the current rates in comparison to other local municipalities.

The Board discussed the possible benefits and detriments of adjusting the EV charging rates.

G. Windermere House Grant Application
Herder presented the Windemere House Marketing grant application and explained how they intended to use the funds.

Motion by Willison, second from Callen, to approve the Windemere House marketing grant application. All in favor, motion carried.

Yes: 6 No: 0

H. Great Village Egg Hunt Update
Herder updated the Board on the status of the Great Village Egg Hunt and the sponsorships that had been received.

Herder explained that she had reached out to local non-profits about providing free space outside of Village Hall to promote their organizations.
VI. Board Member Comment –

The Board inquired about the status of the space in Epicurean that was previously occupied by Alegria.

VII. Public Comment – N/A

VIII. Adjournment

There being no further business, motion by Callen, second from Willison, the meeting adjourned at 12:43 p.m.

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Doug Heins, Chair  Jordan Schwing, Deputy Clerk