I. Call to Order

II. Roll Call: Doug Heins – Chair, Lesley Van Leeuwen-Vega – Vice Chair, James Willison, Bruce Callen, Sandy Parker, Joseph Stalec, Amy Braschler, Patrick Roggenbau

III. Approval of Minutes (3/09/2023 & 3/23/2023)

IV. Approval of the Agenda

V. Financial Reports

VI. Business
   A. Wayfinding Project
   B. Planter & Streetscape Bids
   C. Sparkle Partnership
   D. Stan’s Bar Patio 2023
   E. Miscellaneous

VII. Board Member Comment

VIII. Public Comment

REMINDER - NEXT WORK SESSION MEETING IS April 27, 2023
NEXT DDA MEETING IS May 11, 2023
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

V. 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

IV. Financial Reports – Herder presented the financial reports to the Board.
Motion by Callen, second from Willison to approve the Finance Reports 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.

_________________________  _______________________
Doug Heins, Chair          Jordan Schwing, Deputy Clerk
Draft Minutes
DDA Work Session
Thursday, March 2, 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 ____________ p.m.

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

Absent: Chairman Heins (Chairman)

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

1. Lilley Cares Partnership Proposal

2. Wayfinding Project Discussion
3. Village Streetscape Bids Project Update
4. Miscellaneous

5. Board Member Comment– N/A

6. Public Comment- N/A

7. Adjournment -

There being no further business, motion by _____________, second from ________________, the meeting adjourned at _______________ P.M.
### BALANCE SHEET FOR VILLAGE OF SPRING LAKE

**Period Ending 03/31/2023**

#### Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

<table>
<thead>
<tr>
<th>GL Number</th>
<th>Description</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>248-000.000-001.000</td>
<td>POOLED CASH</td>
<td>1,102,135.81</td>
</tr>
<tr>
<td>248-000.000-002.002</td>
<td>CHOICE ONE SAVINGS ACCOUNT</td>
<td>31,523.93</td>
</tr>
<tr>
<td></td>
<td><strong>Total Assets</strong></td>
<td><strong>1,133,659.74</strong></td>
</tr>
<tr>
<td>248-000.000-202.000</td>
<td>ACCOUNTS PAYABLE</td>
<td>31,814.31</td>
</tr>
<tr>
<td>248-000.000-365.000</td>
<td>DEFERRED REVENUE</td>
<td>3,245.00</td>
</tr>
<tr>
<td></td>
<td><strong>Total Liabilities</strong></td>
<td><strong>35,059.31</strong></td>
</tr>
<tr>
<td>248-000.000-390.000</td>
<td>FUND BALANCE</td>
<td>869,827.05</td>
</tr>
<tr>
<td></td>
<td><strong>Total Fund Balance</strong></td>
<td><strong>869,827.05</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Beginning Fund Balance</strong></td>
<td>869,827.05</td>
</tr>
<tr>
<td></td>
<td><strong>Net of Revenues VS Expenditures</strong></td>
<td>228,773.38</td>
</tr>
<tr>
<td></td>
<td><strong>Ending Fund Balance</strong></td>
<td>1,098,600.43</td>
</tr>
<tr>
<td></td>
<td><strong>Total Liabilities And Fund Balance</strong></td>
<td><strong>1,133,659.74</strong></td>
</tr>
</tbody>
</table>
### Revenue and Expenditure Report for Village of Spring Lake

**Period Ending 03/31/2023**

**% Fiscal Year Completed:** 75.07

#### GL Number Description

<table>
<thead>
<tr>
<th>GL Number</th>
<th>Description</th>
<th>2022-23 AMENDED BUDGET</th>
<th>03/31/2023 (BALANCE)</th>
<th>03/31/2023 (NORMAL)(ABNORMAL)</th>
<th>03/31/2023 (INCREASE)(DECREASE)</th>
<th>AVAILABLE BUDGET</th>
<th>% BDGT USED</th>
</tr>
</thead>
</table>

#### Revenues

- **Dept 000.000 - General Services**
  - 248-000.000-402.000 Village Taxes Captured: 434,000.00
  - 248-000.000-402.100 Refunded Taxes: 500,000.00
  - 248-000.000-671.000 Community Center Rentals: 25,000.00
  - 248-000.000-671.500 Dock Rentals: 9,000.00
  - 248-000.000-673.000 Sale of Fixed Assets: 100,000.00
  - 248-000.000-674.103 Art in the Park Donations: 0.00
  - 248-000.000-674.207 Holiday Donations: 2,500.00
  - 248-000.000-674.208 Reimbursements - Charging Station: 10,000.00
  - 248-000.000-674.290 Donations - Community Center: 0.00
  - 248-000.000-692.000 Other Miscellaneous Income: 2,500.00
  - 248-000.000-695.999 Appropriation from Fund Balance: 405,208.00

**Total Revenues:** 1,386,410.00

- 861,494.69
- 3,020.00
- 524,915.31
- 62.14

#### Expenditures

- **Dept 000.000 - General Services**
  - 248-000.000-702.000 Salaries - Wages Full Time: 147,473.00
  - 248-000.000-702.001 Salaries - Overtime Pay: 650.00
  - 248-000.000-703.000 Salaries - Wages Part Time: 7,430.00
  - 248-000.000-710.000 Life Insurance: 1,225.00
  - 248-000.000-711.000 Worker's Comp Insurance: 250.00
  - 248-000.000-713.000 Social Security: 10,000.00
  - 248-000.000-714.000 Retirement Fund Contribution: 15,956.00
  - 248-000.000-715.000 Dental Insurance: 1,400.00
  - 248-000.000-715.708 Vision Care Reimbursement: 300.00
  - 248-000.000-715.709 Medical Insurance: 24,000.00
  - 248-000.000-727.000 Office Supplies: 2,500.00
  - 248-000.000-740.000 Operating Supplies: 10,000.00
  - 248-000.000-740.219 Beautification: 4,000.00
  - 248-000.000-801.000 Professional Services: 50,000.00
  - 248-000.000-801.001 Contractual Services - S.L. Township: 35,000.00
  - 248-000.000-804.000 Legal Fees: 5,000.00
  - 248-000.000-804.100 Audit Services: 1,350.00
  - 248-000.000-820.000 Engineering/Project Admin: 20,000.00
  - 248-000.000-830.000 Insurance: 1,150.00
  - 248-000.000-830.000 Transportation/Training: 4,000.00
  - 248-000.000-835.300 Holiday Decorations: 5,000.00
  - 248-000.000-886.000 Chamber Economic Development: 6,400.00
  - 248-000.000-887.003 Art in the Park: 15,000.00
  - 248-000.000-889.000 Promotions: 7,500.00
  - 248-000.000-889.200 Web Site: 2,000.00
  - 248-000.000-891.501 Banner Program: 7,500.00
  - 248-000.000-900.000 Printing & Publishing: 2,000.00
  - 248-000.000-921.001 Parking Lot Electric: 2,600.00
  - 248-000.000-921.002 Ev Charging Station Electric: 10,000.00
  - 248-000.000-922.001 Sprinkling System Water: 16,000.00
  - 248-000.000-933.100 Sprinkler Maintenance: 4,000.00
  - 248-000.000-933.300 Corridor Maintenance: 2,000.00
  - 248-000.000-933.600 Parking Lot Maintenance: 10,000.00
  - 248-000.000-938.000 Sidewalk Maintenance: 15,000.00

**Total Expenditures:** 1,386,410.00

- 861,494.69
- 3,020.00
- 524,915.31
- 62.14

---

**Note:** The table above provides a summary of revenues and expenditures for the Village of Spring Lake, categorized under various departments and budget categories. The report indicates the fiscal year completion at 75.07% and highlights the balance and budget used for each category.
# REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF SPRING LAKE

**PERIOD ENDING 03/31/2023**

**% Fiscal Year Completed:** 75.07

## Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY

### Expenditures

<table>
<thead>
<tr>
<th>GL NUMBER</th>
<th>DESCRIPTION</th>
<th>2022-23 AMENDED BUDGET</th>
<th>03/31/2023</th>
<th>ACTIVITY FOR MONTH 03/31/2023</th>
<th>AVAILABLE BALANCE 03/31/2023</th>
<th>% BDGT USED</th>
</tr>
</thead>
<tbody>
<tr>
<td>248-000.000-940.000</td>
<td>EQUIPMENT RENTAL</td>
<td>16,500.00</td>
<td>7,344.40</td>
<td>0.00</td>
<td>9,155.60</td>
<td>44.51</td>
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<tr>
<td>248-000.000-940.002</td>
<td>OFFICE EQUIPMENT RENT</td>
<td>2,000.00</td>
<td>2,000.00</td>
<td>2,000.00</td>
<td>0.00</td>
<td>100.00</td>
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<tr>
<td>248-000.000-956.000</td>
<td>MISCELLANEOUS</td>
<td>500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>500.00</td>
<td>0.00</td>
</tr>
<tr>
<td>248-000.000-956.200</td>
<td>BANK FEES</td>
<td>350.00</td>
<td>313.33</td>
<td>0.00</td>
<td>36.70</td>
<td>95.22</td>
</tr>
<tr>
<td>248-000.000-960.236</td>
<td>FACADE GRANTS</td>
<td>10,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>10,000.00</td>
<td>0.00</td>
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<tr>
<td>248-000.000-960.237</td>
<td>FIRE SUPPRESSION GRANTS</td>
<td>15,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>15,000.00</td>
<td>0.00</td>
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<tr>
<td>248-000.000-960.238</td>
<td>BRANDING GRANTS</td>
<td>10,000.00</td>
<td>4,291.25</td>
<td>0.00</td>
<td>5,708.75</td>
<td>42.91</td>
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<tr>
<td>248-000.000-970.000</td>
<td>CAPITAL OUTLAY</td>
<td>473,000.00</td>
<td>89,293.90</td>
<td>0.00</td>
<td>383,706.10</td>
<td>18.88</td>
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<tr>
<td>248-000.000-978.000</td>
<td>PAYING</td>
<td>50,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>50,000.00</td>
<td>0.00</td>
</tr>
<tr>
<td>248-000.000-978.825</td>
<td>GRAND RIVER GREENWAY</td>
<td>5,000.00</td>
<td>2,300.00</td>
<td>0.00</td>
<td>2,700.00</td>
<td>46.00</td>
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<tr>
<td>248-000.000-991.000</td>
<td>DEBT SERVICE - PRINCIPAL</td>
<td>140,000.00</td>
<td>140,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>100.00</td>
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<tr>
<td>248-000.000-994.000</td>
<td>BOND INTEREST PAYMENTS</td>
<td>33,388.00</td>
<td>16,973.75</td>
<td>0.00</td>
<td>16,414.25</td>
<td>50.84</td>
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<tr>
<td>248-000.000-995.101</td>
<td>CONTRACT SERVICE - GENERAL FUND</td>
<td>27,000.00</td>
<td>2,250.00</td>
<td>0.00</td>
<td>6,750.00</td>
<td>75.00</td>
</tr>
</tbody>
</table>

### Total Dept 000.000 - GENERAL SERVICES

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>GL NUMBER</th>
<th>ACTIVITY FOR MONTH 03/31/2023</th>
<th>AVAILABLE BALANCE 03/31/2023</th>
<th>% BDGT USED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,229,227.00</td>
<td>540,962.10</td>
<td>42,581.36</td>
<td>688,264.90</td>
<td>44.01</td>
</tr>
</tbody>
</table>

### Dept 753.000 - TANGLEFOOT PARK

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>GL NUMBER</th>
<th>ACTIVITY FOR MONTH 03/31/2023</th>
<th>AVAILABLE BALANCE 03/31/2023</th>
<th>% BDGT USED</th>
</tr>
</thead>
<tbody>
<tr>
<td>157,183.00</td>
<td>91,759.21</td>
<td>1,148.92</td>
<td>65,423.79</td>
<td>58.38</td>
</tr>
</tbody>
</table>

### TOTAL EXPENDITURES

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>GL NUMBER</th>
<th>ACTIVITY FOR MONTH 03/31/2023</th>
<th>AVAILABLE BALANCE 03/31/2023</th>
<th>% BDGT USED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,386,410.00</td>
<td>632,721.31</td>
<td>43,730.28</td>
<td>753,688.69</td>
<td>45.64</td>
</tr>
</tbody>
</table>

## Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:

### TOTAL REVENUES

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>GL NUMBER</th>
<th>ACTIVITY FOR MONTH 03/31/2023</th>
<th>AVAILABLE BALANCE 03/31/2023</th>
<th>% BDGT USED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,386,410.00</td>
<td>861,494.69</td>
<td>3,020.00</td>
<td>524,915.31</td>
<td>62.14</td>
</tr>
</tbody>
</table>

### TOTAL EXPENDITURES

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>GL NUMBER</th>
<th>ACTIVITY FOR MONTH 03/31/2023</th>
<th>AVAILABLE BALANCE 03/31/2023</th>
<th>% BDGT USED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,386,410.00</td>
<td>632,721.31</td>
<td>43,730.28</td>
<td>753,688.69</td>
<td>45.64</td>
</tr>
</tbody>
</table>

### NET OF REVENUES & EXPENDITURES

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>GL NUMBER</th>
<th>ACTIVITY FOR MONTH 03/31/2023</th>
<th>AVAILABLE BALANCE 03/31/2023</th>
<th>% BDGT USED</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00</td>
<td>228,773.38</td>
<td>(40,710.28)</td>
<td>(228,773.38)</td>
<td>100.00</td>
</tr>
</tbody>
</table>
TO: DDA Chair, Doug Heins & DDA Board Members
FROM: Stefanie Herder, DDA Director
DATE: April 10, 2023
RE: Wayfinding Bids

**Background:**

Representatives from Advanced Signs and Universal Signs attended the DDA Work Session on 3/23/23 to answer any questions the board had regarding the project. The biggest question was if the designs by RLR Associates were feasible and their life span. The design package made by RLR Associates is for design intent but it’s up to the manufacturers to make the designs functional.

The DDA has budgeted $100,000 each year for the next 3 years to install new wayfinding. Based on the low bid, approximately $50,000 of the total signs are outside of the DDA’s district and would be paid for by the Village if approved by council.

<table>
<thead>
<tr>
<th>Company</th>
<th>Advanced Signs Inc</th>
<th>Universal Sign Inc</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of Fabrication</td>
<td>$296,339</td>
<td>$218,135</td>
</tr>
<tr>
<td>Cost of Installation</td>
<td>$79,980</td>
<td>$12,045</td>
</tr>
<tr>
<td>Grand Total</td>
<td>$376,319</td>
<td>$230,180</td>
</tr>
<tr>
<td>Signs Fabricated By</td>
<td>July 1st, 2023</td>
<td>90 Days</td>
</tr>
<tr>
<td>Signs Installed by</td>
<td>August 1st, 2023</td>
<td>30 days or less</td>
</tr>
<tr>
<td>Subsequent Year Pricing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 2</td>
<td>10% above bid</td>
<td>5% above bid</td>
</tr>
<tr>
<td>Year 3</td>
<td>10% above bid</td>
<td>10% above bid</td>
</tr>
<tr>
<td>References</td>
<td>Grand Haven</td>
<td>Ypsilanti</td>
</tr>
<tr>
<td></td>
<td>Rockford</td>
<td>Greencastle, IN</td>
</tr>
<tr>
<td></td>
<td>Ferrysburg</td>
<td>Novi</td>
</tr>
</tbody>
</table>
The board wanted to see examples of how the signs would be manufactured with any additions for real world application. See the attached examples from Advanced Signs and Universal Signs.

**Issues & Questions Specified:** How do the two quotes compare to one another? Is there one bid that stands out more than the other? How many of these signs are outside of the DDA district? What are the next steps?

**Alternatives:** NA

**Financial Impact:** Depends on the selected bid - $218,000-$377,000

**Recommendation:** Since there are so many questions, staff is recommending that the DDA moves forward with the RLR Construction Administration Services Agreement. This agreement will help with the following:

1. Review cost submittals and assist VSL in selection of a sign contractor, if needed.
2. Review Sign Contractor’s shop drawings, patterns, product data, and sample submittals for visual conformance to design intent.
3. Work with Sign Contractor to confirm the sign design meets MDOT requirements.
4. Participate in one (1) shop visit to selected Sign Contractor to clarify sign specifications and details.
5. Perform any value engineering exercises with selected Sign Contractor as necessary.
6. Participate in one (1) on-site visit to review key sign components for visual conformance with Design Intent Documents.

Meetings:
Pre-Construction Contractor Meeting (1)
Shop Visit, Signage Fabrication Review (1)
On-Site Installation Progress Review (1)

Project Schedule – RLR anticipates a 4-month time frame for construction administration services, beginning after the DDA selects a fabricator at their March 9th meeting. A detailed project schedule will be developed in conjunction with VSL upon acceptance of this additional service.

Compensation – RLR presents the following fee range as an estimate for execution of the above scope of work for construction administration services. RLR proposes a “time and materials” arrangement for this project based on the hourly rate schedule below.

Construction Administration Services (40-80 hrs) $5,000 - $10,000
**Attachments:** RLR Signed Design Proposal Agreement, Wayfinding Bid Doc Blank, Design Package, Bidder Questions, Advanced Signs Bid, Universal Signs Bid, RLR Construction Administration Services Agreement.
February 24, 2023

Stefanie Herder, DDA Director
Village of Spring Lake
102 W. Savidge Street
Spring Lake, MI 49456

Project Name: Village of Spring Lake Wayfinding Signage – Construction Administration Services
RLR Project No.: VSPL-001AS#01

ADDITIONAL SERVICES AGREEMENT

This is a continuation of the agreement between RLR Associates, Inc. (RLR) and the Village of Spring Lake (VSL) for Experiential Graphic Design (EGD) services related to the placemaking and wayfinding signage agreement dated June 24, 2021. RLR will perform services as a consultant to VSL as detailed below.

SCOPE OF WORK

Based on the approved Wayfinding Signage Plan and subsequent conversations about the signage implementation, the following items and activities are requested to fulfill the planning and execution of placemaking and wayfinding devices throughout the Village.

Construction Administration

1. Review cost submittals and assist VSL in selection of a sign contractor, if needed.
2. Review Sign Contractor’s shop drawings, patterns, product data, and sample submittals for visual conformance to design intent.
3. Work with Sign Contractor to confirm the sign design meets MDOT requirements.
4. Participate in one (1) shop visit to selected Sign Contractor to clarify sign specifications and details.
5. Perform any value engineering exercises with selected Sign Contractor as necessary.
6. Participate in one (1) on-site visit to review key sign components for visual conformance with Design Intent Documents.

Meetings: Pre-Construction Contractor Meeting (1)
Shop Visit, Signage Fabrication Review (1)
On-Site Installation Progress Review (1)

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Construction Administration Services (40-80 hrs) $5,000 - $10,000

Hourly Rate Schedule

<table>
<thead>
<tr>
<th>Role</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal/Associate</td>
<td>$220.00</td>
</tr>
<tr>
<td>Project Manager</td>
<td>$180.00</td>
</tr>
<tr>
<td>Lead Designer</td>
<td>$150.00</td>
</tr>
<tr>
<td>Designer/Analyst</td>
<td>$95.00</td>
</tr>
<tr>
<td>Content/Visual Editor</td>
<td>$80.00</td>
</tr>
<tr>
<td>Administrator</td>
<td>$65.00</td>
</tr>
</tbody>
</table>
Reimbursable Expenses – Reimbursable expenses attributable to the execution of services (that are not included in the fees above) will be presented to VSL for approval prior to incurring and invoiced at 1.10 times our direct cost. Expenses based on our current understanding of the project may include, but are not limited to:

A. Reproductions & Studio Materials $100.00
B. Travel (500 mi RT @ $.58/mi x 2) $580.00
C. Lodging (2 trips @ $255 x 1 person) $510.00
D. Per diem (2 trips @ $55 x 1 person) $110.00

Expense Estimate $1,300.00

ACCEPTANCE

Authorized for
RLR Associates, Inc.: Village of Spring Lake:

Signature: Nikki Schier
Date: 02/24/2023

Signature
Date

Nikki Schier
Studio Manager

Name (Printed) Title

Name (Printed) Title
REQUEST FOR PROPOSAL FORM

Date: 2/10/23

ATTN: Stefanie Herder
Downtown Development Authority
Village of Spring Lake
102 W Savidge Street
Spring Lake, MI 49456

From: Advanced Signs Inc. (name of Contractor)
401 2nd St. (address of Contractor)
Ferrysburg, MI 49409
616-846-4667 (phone number of Contractor)

For: Village of Spring Lake Wayfinding Signage
Village of Spring Lake, MI

The undersigned, having familiarized themselves with project conditions and having examined and become fully cognizant of the bid package and all addenda subsequently issued, hereby agrees to furnish all labor, materials, equipment, appliances, fixtures, and incidentals required by the bid package for the construction of the aforementioned project, and to conform to requirements as set forth in the bid package for the amounts set forth in this bid form. The signing of this document and award of contract or purchase order will signify complete understanding by the awarded Bidder of all items detailed in this bid package. The particular items noted herein, detailing fabrication, installation, product and fabricator performance, are understood to be part of any contract(s) from Owner.

Pursuant to the requirements as specified, the undersigned submits the following base bid, which includes all applicable taxes (if any), overhead, and profit.

ADDENDA:
Please acknowledge all addenda received.

Addendum Number ___________ Dated ___________
Addendum Number ___________ Dated ___________

BJ Wade  Advanced Signs
Name and Company

(Signed)  Account Manager  2/10/23
Title  Date
REQUEST FOR PROPOSAL FORM
VILLAGE OF SPRING LAKE WAYFINDING SIGNAGE

Please provide unit costs for the fabrication and installation of all sign types in package even if no quantity is requested.

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
<th>Qty</th>
<th>Unit Cost Fabrication</th>
<th>Unit Cost Installation</th>
<th>Extended Cost / Bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>East Gateway</td>
<td>1</td>
<td>$74,376</td>
<td>$15,500</td>
<td>$92,876</td>
</tr>
<tr>
<td>105</td>
<td>West Gateway</td>
<td>1</td>
<td>$19,502</td>
<td>$7,200</td>
<td>$26,702</td>
</tr>
<tr>
<td>107</td>
<td>Village Hall ID</td>
<td>1</td>
<td>$5,457</td>
<td>$9,500</td>
<td>$6,407</td>
</tr>
<tr>
<td>110</td>
<td>North Bank Park Arch</td>
<td>1</td>
<td>$12,649</td>
<td>$5,500</td>
<td>$18,149</td>
</tr>
<tr>
<td>120</td>
<td>Welcome Sign</td>
<td>3</td>
<td>$6,565</td>
<td>$1,000</td>
<td>$7,565</td>
</tr>
<tr>
<td>130</td>
<td>Park ID</td>
<td>3</td>
<td>$12,300</td>
<td>$3,090</td>
<td>$15,390</td>
</tr>
<tr>
<td>135</td>
<td>Trail ID</td>
<td>3</td>
<td>$10,800</td>
<td>$3,090</td>
<td>$13,890</td>
</tr>
<tr>
<td>137</td>
<td>Tanglefoot Park ID</td>
<td>1</td>
<td>$5,032</td>
<td>$2,000</td>
<td>$7,032</td>
</tr>
<tr>
<td>150</td>
<td>Parking Lot ID</td>
<td>15</td>
<td>$49,125</td>
<td>$18,000</td>
<td>$67,125</td>
</tr>
<tr>
<td>200</td>
<td>Vehicular Directional</td>
<td>12</td>
<td>$41,400</td>
<td>$18,000</td>
<td>$59,400</td>
</tr>
<tr>
<td>210</td>
<td>Secondary Vehicular Directional</td>
<td>3</td>
<td>$3,777</td>
<td>$2,850</td>
<td>$11,427</td>
</tr>
<tr>
<td>220</td>
<td>Single Destination Directional</td>
<td>3</td>
<td>$3,777</td>
<td>$2,850</td>
<td>$11,427</td>
</tr>
<tr>
<td>230</td>
<td>Parking Directional</td>
<td>20</td>
<td>$4,200</td>
<td>$2,000</td>
<td>$6,200</td>
</tr>
<tr>
<td>320</td>
<td>Trail Directional</td>
<td>10</td>
<td>$21,500</td>
<td>$5,300</td>
<td>$26,800</td>
</tr>
<tr>
<td>400</td>
<td>Business District Directory</td>
<td>1</td>
<td>$21,306</td>
<td>$1,600</td>
<td>$22,906</td>
</tr>
<tr>
<td>410</td>
<td>History Interpretive</td>
<td>0</td>
<td>$5,000</td>
<td>$2,000</td>
<td>$7,000</td>
</tr>
</tbody>
</table>

*Please provide a unit cost for items with a current quantity of zero.

Total Cost for Fabrication of Signs: $293,359.00
Total Cost for Installation of Signs: $79,980
Grand Total Cost (Fabrication & Installation): $373,339

*Please describe all items included and not included in the Grand Total Cost above (i.e. permits, engineering drawings, shipping, site visits, etc.)

Items Included: $10,000 Engineered Drawings, $2,500 Site Visits

Items NOT Included:
REQUEST FOR PROPOSAL FORM
VILLAGE OF SPRING LAKE WAYFINDING SIGNAGE

1. Contractor's Proposed Schedule for the Work (refer to Section II. B.)

   Project submittals will be submitted by: 2/10/23 (Date).

   Signs will be fabricated by: 7/1/23 (Date).

   Signs will be installed by: 8/1/23 (Date).

2. Contractor's Experience on Other Similar Interior Projects (refer to Section III. D.)

<table>
<thead>
<tr>
<th>Project</th>
<th>Contact and Phone Number</th>
<th>Dollar Amount</th>
<th>% Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Grand Haven</td>
<td>Pat - Cell - 847 - 4888</td>
<td>$100,000</td>
<td>100</td>
</tr>
<tr>
<td>City of Rockford</td>
<td>Ted - Cell - 891 - 6706</td>
<td>$150,000</td>
<td>100</td>
</tr>
<tr>
<td>City of Ferrysburg</td>
<td>Craig - Cell - 843 - 5028</td>
<td>$50,000</td>
<td>100</td>
</tr>
</tbody>
</table>

3. Contractor's Statement of Subsequent Year Pricing (refer to Section VIII. C.)

   Owner will be able to purchase additional signage for the program during the period of one year from the signing of a contract at the unit prices listed on this bid form. In subsequent years, the percentage increase for unit pricing will be as follows:

   Year Two + 10% above bid prices

   Year Three + 10% above bid prices

5. Subcontractor's Name and Purpose (refer to Section VI. B.)

   ________________________________________________________________

   ________________________________________________________________

   ________________________________________________________________

6. Material Substitutions and Explanation (refer to Section V. D.)

   ________________________________________________________________

   ________________________________________________________________
REQUEST FOR PROPOSAL FORM

Date: February 9, 2023

ATTN: Stefanie Herder
Downtown Development Authority
Village of Spring Lake
102 W Savidge Street
Spring Lake, MI 49456

From: Universal Sign, Inc.
5001 Falcon View Ave SE
Grand Rapids, MI 49512
(616)916-0837

(name of Contractor)
(address of Contractor)
(phone number of Contractor)

For: Village of Spring Lake Wayfinding Signage
Village of Spring Lake, MI

The undersigned, having familiarized themselves with project conditions and having examined and become fully cognizant of the bid package and all addenda subsequently issued, hereby agrees to furnish all labor, materials, equipment, appliances, fixtures, and incidentals required by the bid package for the construction of the aforementioned project, and to conform to requirements as set forth in the bid package for the amounts set forth in this bid form. The signing of this document and award of contract or purchase order will signify complete understanding by the awarded Bidder of all items detailed in this bid package. The particular items noted herein, detailing fabrication, installation, product and fabricator performance, are understood to be part of any contract(s) from Owner.

Pursuant to the requirements as specified, the undersigned submits the following base bid, which includes all applicable taxes (if any), overhead, and profit.

ADDENDA:
Please acknowledge all addenda received.

Addendum Number Dated
Addendum Number Dated

Nate Zevenbergen - Universal Sign, Inc.
Name and Company

Project Manager February 9, 2023

Signed Title Date
REQUEST FOR PROPOSAL FORM  
VILLAGE OF SPRING LAKE WAYFINDING SIGNAGE

Please provide unit costs for the fabrication and installation of all sign types in package even if no quantity is requested.

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
<th>Qty</th>
<th>Unit Cost Fabrication</th>
<th>Unit Cost Installation</th>
<th>Extended Cost / Bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>East Gateway</td>
<td>1</td>
<td>$43,256</td>
<td></td>
<td>$43,256</td>
</tr>
<tr>
<td>105</td>
<td>West Gateway</td>
<td>1</td>
<td>$18,959</td>
<td></td>
<td>$18,959</td>
</tr>
<tr>
<td>107</td>
<td>Village Hall ID</td>
<td>1</td>
<td>$2,650</td>
<td></td>
<td>$2,650</td>
</tr>
<tr>
<td>110</td>
<td>North Bank Park Arch</td>
<td>1</td>
<td>$4,790</td>
<td></td>
<td>$4,790</td>
</tr>
<tr>
<td>120</td>
<td>Welcome Sign</td>
<td>3</td>
<td>$1,798</td>
<td></td>
<td>$5,394</td>
</tr>
<tr>
<td>130</td>
<td>Park ID</td>
<td>3</td>
<td>$3,498</td>
<td></td>
<td>$10,494</td>
</tr>
<tr>
<td>135</td>
<td>Trail ID</td>
<td>3</td>
<td>$3,198</td>
<td></td>
<td>$9,594</td>
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<tr>
<td>137</td>
<td>Tanglefoot Park ID</td>
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<td>$4,979</td>
<td></td>
<td>$14,937</td>
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<tr>
<td>150</td>
<td>Parking Lot ID</td>
<td>15</td>
<td>$1,988</td>
<td></td>
<td>$29,820</td>
</tr>
<tr>
<td>200</td>
<td>Vehicular Directional</td>
<td>12</td>
<td>$2,672</td>
<td></td>
<td>$32,064</td>
</tr>
<tr>
<td>210</td>
<td>Secondary Vehicular Directional</td>
<td>3</td>
<td>$2,672</td>
<td></td>
<td>$8,016</td>
</tr>
<tr>
<td>220</td>
<td>Single Destination Directional</td>
<td>0</td>
<td>$1,692</td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>230</td>
<td>Parking Directional</td>
<td>20</td>
<td>$325</td>
<td></td>
<td>$6,500</td>
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<tr>
<td>320</td>
<td>Trail Directional</td>
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<td>$2,672</td>
<td></td>
<td>$26,720</td>
</tr>
<tr>
<td>400</td>
<td>Business District Directory</td>
<td>1</td>
<td>$4,941</td>
<td>$4,941</td>
<td></td>
</tr>
<tr>
<td>410</td>
<td>History Interpretive</td>
<td>0</td>
<td>$2,495</td>
<td></td>
<td>$0</td>
</tr>
</tbody>
</table>

*Please provide a unit cost for items with a current quantity of zero.

Total Cost for Fabrication of Signs ................................................................. $218,135.00
Total Cost for Installation of Signs ................................................................. $12,045.00
Grand Total Cost (Fabrication & Installation) .................................................. $230,180.00

*Please describe all items included and not included in the Grand Total Cost above (i.e. permits, engineering drawings, shipping, site visits, etc.)

Items Included:  Fabrication of all sign types, Super Dark National Walnut Texture sublimated powdercoat finish to achieve wood design, foundations, installation, travel, site visits, shipping, standard traffic control to include coned off installation areas

Items NOT Included:  Tax, permit fees, breakaway anchors if required by MDOT, traffic control if flagmen and lighted arrow signs are required, any concrete cutting if signs are not located in dirt/landscape areas, primary wiring to the illuminated sign at Tanglefoot
REQUEST FOR PROPOSAL FORM
VILLAGE OF SPRING LAKE WAYFINDING SIGNAGE

1. Contractor’s Proposed Schedule for the Work (refer to Section II. B.)

   Project submittals will be submitted by: 2 weeks from notice to proceed (Date).

   Signs will be fabricated by: 90 days from approved shops (Date).

   Signs will be installed by: 30 days or less (Date).

2. Contractor’s Experience on Other Similar Interior Projects (refer to Section III. D.)

<table>
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<th>% Complete</th>
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<tbody>
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<td>Ypsilanti, MI</td>
<td>Brian Barrick (734)239-6606</td>
<td>$353,090</td>
<td>100%</td>
</tr>
<tr>
<td>Greencastle, IN</td>
<td>Bill Dory (765)653-3100</td>
<td>$167,678</td>
<td>100%</td>
</tr>
<tr>
<td>Novi, MI</td>
<td>Sheryl Walsh (248)349-0345</td>
<td>$159,782</td>
<td>100%</td>
</tr>
</tbody>
</table>

3. Contractor’s Statement of Subsequent Year Pricing (refer to Section VIII. C.)

   Owner will be able to purchase additional signage for the program during the period of one year from the signing of a contract at the unit prices listed on this bid form. In subsequent years, the percentage increase for unit pricing will be as follows:

   Year Two + 5% above bid prices

   Year Three + 10% above bid prices

5. Subcontractor’s Name and Purpose (refer to Section VI. B.)

   QPC in Carrollton, Texas - Sublimation Powdercoat Finish

6. Material Substitutions and Explanation (refer to Section V. D.)

   All posts to be aluminum

   We recommend adding tube supports behind some of the panels
Proposal

Date: 2/8/2023  
Quote #: 24768

Village of Spring Lake  
102 W. Savidge Street  
Spring Lake, MI 49456

Universal Sign, Inc.  
5001 Falcon View SE  
Grand Rapids, MI 49512  
Phone: (616) 554-9999  
www.universalsignsystems.com

<table>
<thead>
<tr>
<th>P.O. No.</th>
<th>Terms</th>
<th>Account Rep</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Net 30</td>
<td>NZ</td>
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<table>
<thead>
<tr>
<th>Qty</th>
<th>Description</th>
<th>Cost</th>
<th>Total</th>
</tr>
</thead>
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<tr>
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<td>Type 100 East Gateway</td>
<td>43,256.00</td>
<td>43,256.00</td>
</tr>
<tr>
<td>1</td>
<td>Type 105 West Gateway</td>
<td>18,959.00</td>
<td>18,959.00</td>
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<td>1</td>
<td>Type 107 Village Hall ID</td>
<td>2,650.00</td>
<td>2,650.00</td>
</tr>
<tr>
<td>1</td>
<td>Type 110 North Bank Park Arch</td>
<td>4,790.00</td>
<td>4,790.00</td>
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<tr>
<td>3</td>
<td>Type 120 Welcome Sign</td>
<td>1,798.00</td>
<td>5,394.00</td>
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<tr>
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<td>Type 130 Park ID</td>
<td>3,498.00</td>
<td>10,494.00</td>
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<td>Type 135 Trail ID</td>
<td>3,198.00</td>
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<td>Type 137 Tanglefoot Park ID</td>
<td>4,979.00</td>
<td>14,937.00</td>
</tr>
<tr>
<td>15</td>
<td>Type 150 Parking Lot ID</td>
<td>1,988.00</td>
<td>29,820.00</td>
</tr>
<tr>
<td>12</td>
<td>Type 200 Vehicular Directional</td>
<td>2,672.00</td>
<td>32,064.00</td>
</tr>
<tr>
<td>3</td>
<td>Type 210 Secondary Vehicular Directional</td>
<td>2,672.00</td>
<td>8,016.00</td>
</tr>
<tr>
<td>0</td>
<td>Type 220 Single Destination Directional</td>
<td>1,692.00</td>
<td>0.00</td>
</tr>
<tr>
<td>20</td>
<td>Type 230 Parking Directional</td>
<td>325.00</td>
<td>6,500.00</td>
</tr>
<tr>
<td>10</td>
<td>Type 320 Trail Directional</td>
<td>2,672.00</td>
<td>26,720.00</td>
</tr>
<tr>
<td>1</td>
<td>Type 400 Business District Directory</td>
<td>4,941.00</td>
<td>4,941.00</td>
</tr>
<tr>
<td>0</td>
<td>Type 410 History Interpretive</td>
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<td>0.00</td>
</tr>
<tr>
<td>1</td>
<td>Installation</td>
<td>12,000.00</td>
<td>12,000.00</td>
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<tr>
<td>1</td>
<td>Fuel Surcharge</td>
<td>45.00</td>
<td>45.00</td>
</tr>
</tbody>
</table>

NOTE: Permits added at cost, if needed  
Entity Exempt from Sales Tax  

Total: $230,180.00

Pricing valid for 5 days from the date of the quote. Any balance due at end of terms will be subject to a service charge of 1.5% per month (18% annually). Universal Sign, Inc. retains ownership of the product (signage) until balance due is fully paid.

Signature: ____________________________

Total: $230,180.00
Village of Spring Lake

Fabricate 2 NEW Non-Lit Monument Signs
Matthews Painted Surfaces / HP Vinyl Graphics

VILLAGE OF SPRING LAKE

Stacked Stone Base

DISCOVER WHERE NATURE SMILES

© COPYRIGHT 2023, BY ADVANCED SIGNS, INC.
Stefanie,

Here is a link to our wayfinding page on our website which shows some of the recent wayfinding projects completed. [https://www.universalsignsystems.com/exterior-wayfinding/](https://www.universalsignsystems.com/exterior-wayfinding/)

Below are some examples of flag mounted wayfinding (1/8" aluminum panels) with tube structures on the back side.

As mentioned, we would be happy to build a prototype prior to proceeding with the full package. We do have the cost included in our bid for the heavier gauge components to properly build and install these signs.

It was mentioned that there was a 60% price gap, who was high and who was low?
On Tue, Mar 7, 2023 at 8:42 AM Stefanie Herder <Stefanie@springlakevillage.org> wrote:

Great! I will look forward to seeing you at the meeting on the 23rd

Our meetings take place a Barber School located at 102 W. Exchange Street, Spring Lake.

Thanks! -Stefanie
From: Nate Zevenbergen <Natz@universalsignsystems.com>
Sent: Monday, March 6, 2023 10:23 AM
To: Stefanie Herder <Stefanie@springlakevillage.org>
Subject: Re: DDA Work Session - Thurs., March 23rd @ Noon

Caution! This email is from an external address and contains a link. Use caution when following links as they could open malicious web sites.
Good morning Stefanie,

Yes, I would be happy to attend and answer any questions.

Thanks,
Nate

--

Nate Zevenbergen
Universal Sign, Inc.
5001 Falcon View SE
Grand Rapids, MI 49512
Cell (616)916-0837
www.universalsignsystems.com

On Mon, Mar 6, 2023 at 9:57 AM Stefanie Herder <Stefanie@springlakevillage.org> wrote:

Hey there Nate,

I presented the bids to the DDA board last week and they had lots of questions. I was hoping you and/or someone from Universal Sign Systems could attend the DDA Work Session Meeting on Thursday, March 23rd at noon to discuss your bid and any questions the board may have.

Let me know, thanks! -Stefanie

Stefanie Herder (she/her)
DDA Director, Village of Spring Lake
102 W. Savidge St., Spring Lake, MI 49456
P 616.842.1393  F 616.847.1393
stefanie@springlakevillage.org

VILLAGE OF SPRING LAKE

Save the Date
THE GREAT VILLAGE EGG HUNT
Saturday, April 8th, 2023
or until the last egg is found!
visitspringlake.mi
#villageegghunt
TO: DDA Chair, Doug Heins & DDA Board Members

FROM: Stefanie Herder, DDA Director

DATE: April 10, 2023

RE: Planters & Streetscapes Bids

Background: As discussed at past meetings, the DDA is seeking to hire a company to manage the planters, tree surrounds, clock tower, and around the digital sign. After receiving estimates from local landscaping companies, the project was put out for bid since it exceeded the $10,000 purchasing policy threshold. Stefanie created a bid document that was reviewed by staff and the board. The invitation to bid was sent to the companies that we received estimates from as well as posted publicly on springlakevillage.org and on social media. Bids were due back by Thursday, April 6th by Noon.

We received 3 bids by the due date from: Barry’s Greenhouses/Wheelfish Group, City Farmer, and Building Bridges Professional Services.

Issues & Questions Specified: Which bid fits best with the DDA’s budget and goals? Are there any questions for any of the companies and their bids?

Alternatives: Do nothing and try to engage volunteers again. Purchase flowers on our own to be planted.

Financial Impact: Depends on the selected bid - $11k - $25k

Recommendation: Select a bid and instruct staff to move forward with an agreement with the selected company.

Attachments: Bid documents and quotes from Barry’s, City Farmer, and Building Bridges Professional Services.
**Barry's Greenhouse**  
3000 Whitehall  
North Muskegon, MI 49445  
Mobile Phone: 231-740-4651  
mcarlton@wheelfishgroup.com

**Bill To**  
Village of Spring Lake  
102 W. Savidge  
Spring Lake, MI 49456

**Estimate**

<table>
<thead>
<tr>
<th>Item #</th>
<th>Item Name</th>
<th>Quantity</th>
<th>Taxable</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1412</td>
<td>Planter Plants (combo annuals &amp; perennials), soil amendments &amp; fertilizer</td>
<td>41.00</td>
<td>5,125.00</td>
<td></td>
</tr>
<tr>
<td>1623</td>
<td>Micronutrient applications</td>
<td>12.00</td>
<td>2,400.00</td>
<td></td>
</tr>
</tbody>
</table>

**Comments:**  
Thank you for your business. It is our pleasure to serve you! Barry's Greenhouses is locally owned and operated, and we are proud to call Muskegon our home! If you choose to pay by check, please make check payable to Barry's Greenhouses.

**Estimate Number:** E221204637-Planter  
**Estimate Date:** 12/04/2022  
**Payment Terms:** Payment 7 days after invoice date  
**Estimate Amount:** $7,525.00  
**Created By:** Matt Carlton

**Ship To**  
Village of Spring Lake
Estimate

Barry's Greenhouse
3000 Whitehall
North Muskegon, MI 49445
Mobile Phone: 231-740-4651
mcarlton@wheelfishgroup.com

Bill To
Village of Spring Lake
102 W. Savidge
Spring Lake, MI 49456

Estimate Number: E221205639-Tree surrounds
Estimate Date: 12/05/2022
Payment Terms: Payment 7 days after invoice date
Estimate Amount: $8,760.00
Created By: Matt Carlton

Ship To
Village of Spring Lake

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Comments:
Thank you for your business. It is our pleasure to serve you! Barry's Greenhouses is locally owned and operated, and we are proud to call Muskegon our home! If you choose to pay by check, please make check payable to Barry's Greenhouses.

Subtotal: $8,760.00
Estimate Amount: $8,760.00
Estimate

Barry's Greenhouses
3000 Whitehall
North Muskegon, MI 49445
Mobile Phone: 231-740-4651
carlton@wheelshipgroup.com

Bill To
Village of Spring Lake
102 W. Savidge
Spring Lake, MI 49456

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Subtotal: $ 7,663.47
Sales Tax Rate: 6%
Sales Tax Amount: $ 87.81
Estimate Amount: $ 7,751.28

Comments:
Thank you for your business. It is our pleasure to serve you!
Barry's Greenhouses is locally owned and operated, and we are proud to call Muskegon our home! If you choose to pay by check, please make check payable to Barry's Greenhouses.
Barry’s Greenhouses
3000 Whitehall
North Muskegon, MI 49445
Mobile Phone: 231-740-4651
mcarlton@wheelfishgroup.com

Bill To
Village of Spring Lake
102 W. Savidge
Spring Lake, MI 49456

Item # | Item Name                      | Quantity | Taxable | Total
--- | ---                            | ---      | ---     | ---
1301 | Grass, Red Baron               | 6.00     | X       | 79.50
1450 | buddliea, blue                 | 5.00     | X       | 190.65
1204 | Hydrangea, Can Do, #3         | 6.00     | X       | 369.72
1071 | 2 Man Landscape Crew Labor and Equipment | 4.00     |         | 800.00

Subtotal: $ 1,439.87
Sales Tax Rate: 6%
Sales Tax Amount: 38.39
Estimate Amount $ 1,478.26

Comments:
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Barry’s Greenhouses
3000 Whitehall
North Muskegon, MI 49445
Mobile Phone: 231-740-4651
mcarlton@wheelishgroup.com

Bill To
Village of Spring Lake
102 W. Savidge
Spring Lake, MI 49456

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Village of Spring Lake
102 W. Savidge
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Comments:
Thank you for your business. It is our pleasure to serve you!
Barry’s Greenhouses is locally owned and operated, and we are
proud to call Muskegon our home! If you choose to pay by
check, please make check payable to Barry’s Greenhouses.

Estimate Number: E230330793
Estimate Date: 03/30/2023
Payment Terms: Payment 7 days after invoice date
Estimate Amount: 25,514.52
Created By: Matt Carlton

Subtotal: $ 25,514.52
Estimate Amount: $ 25,514.52
March 20, 2023

Dear Bidder:

The Village of Spring Lake DDA is soliciting bids for the following service:

VILLAGE OF SPRING LAKE’S STREETSCAPE MAINTENANCE AND FLOWER PLANTING SERVICES

The bid will publicly be opened at Village Hall, 102 W. Savidge, Spring Lake, Michigan on the date and time specified below:

Thursday, April 6th, 2023 @ 12 P.M. Local Time

After the public opening, bid/proposals will be available for review after the evaluation by staff, or ten (10) business days after the opening date, whichever occurs first.

A copy of the bid/proposal specifications may be picked up at Village Hall at 102 W. Savidge, Spring Lake, MI 49456 OR downloaded from the Village website at springlakevillage.org

Sincerely,

Stefanie Herder
Downtown Development Authority Director
Village of Spring Lake
(616) 842-1393
stefanie@springlakevillage.org
SPECIFICATIONS FOR STREETSCAPE PLANTING SERVICES
For Village of Spring Lake Streetscape

SCOPE
The Village of Spring Lake’s Downtown Development Authority is requesting bids for the seasonal contract for streetscape maintenance and flower plantings. This is a one-year seasonal agreement request while the Village continues to evaluate the scope of its beautification efforts.

The work covered by these specifications consists of furnishing all necessary labor, equipment, plants, flowers, supplies and materials and performing all operations in connection with a complete maintenance program of these properties.

Price is requested for one year. Streetscape Planting Services for the period estimated commencing:

May 1st, 2023 – October 31st, 2023

GENERAL SPECIFICATIONS

LOCATIONS (streetscape map provided as a reference)

Streetscapes
- Along M-104/Savidge Street from School Street to Rotary Drive
  - Forty-one (41) planters filled with annuals/perennials
  - Twenty-three (23) tree surrounds filled with perennials and mulch
- Corner of N. Division and M-104 – Digital sign outside of Plantenga’s Cleaners
  - New plants/landscaping/mulch around the Village’s digital sign
- Corner of N. Jackson and M-104 – Village Clock Tower
  - New plants/landscaping/mulch around the Village Clock Tower.

The Contractor shall acquaint themselves with the sites and be knowledgeable about areas to be planted and maintained.
SERVICES

- Early May cleanup and removal of debris (weather permitting)
- Topsoil with peat mixture for spring replacement and lost soil thru season
- Applications of micronutrients may be necessary to restore soil balance from winter salt impact
- Plant Annuals approximately in May (weather permitting) * but no later than the Friday prior to Memorial Day.
- Plant approved annuals in planter pots
- Plant approved perennials in tree surrounds. Perennials can be moved from the current planter pots and rehomed to the tree surround areas when applicable. Cover with approved mulch.
- Plant approved perennials around the Village’s Clock Tower and Digital Sign
- Ten to twelve applications of micronutrients to beds throughout the growing season
  - Weekly applications - first 3-4 weeks
  - Bi-weekly applications following the first month through September
- Maintain flower planters, tree surrounds, clock tower area, and around the Village’s digital sign for weed removal and “pinching” off dead flowers to maintain growth - bi-weekly weeding in conjunction with fertilizer applications
- Plants must be proportionate in size to size of bed. The beds need to have the appearance of being fully grown within 3-4 weeks of planting.
- Remove annuals and debris at end of growing season (mid-late October) but no later than October 30th.
- Add leaf compost to all beds following removal of annuals

*Annuals/perennials provided as part of contract fee. Selection of annuals/perennials coordinated with the Village through an initial meeting for contractor to present a design plan to the Village of Spring Lake. Plan shall incorporate various plant heights, textures, and colors.

BID PRICING STRUCTURE

- Contractor shall furnish to the Village of Spring Lake a monthly invoice for maintenance and planting services for the Village’s streetscape.
- Payment will be withheld for beds not maintained in accordance with specifications.
- All Contractor work shall be accomplished per specifications herein to the satisfaction of the Village of Spring Lake representative prior to payment for services.
EQUIPMENT AND PERSONNEL

Each bidder shall include a brief description of their related equipment and a framework of personnel to clarify their ability to perform the conditions of the contract.

INSURANCE

Upon notification of bid acceptance, it shall be the responsibility of the Contractor to furnish the Village of Spring Lake with Certificates of Insurance identifying the Village of Spring Lake as an additional insured on your policies for the duration of the contract. General Liability limits of $1,000,000 per occurrence, $2,000,000 general aggregate, $2,000,000 products and completed operations, $1,000,000 personal and advertising injury, $300,000 fire damage, $10,000 medical expense, $1,000,000 auto liability, worker’s compensation limits of $100,000/500,000/100,000 umbrella limit of $1,000,000.

CANCELLATION OF THIS CONTRACT

The Village of Spring Lake shall have the right to cancel this contract for non-performance. If an inspection by a representative of the Village of Spring Lake reveals that the Contractor’s work results in any non-acceptable maintenance condition(s):

1. A representative from the Village of Spring Lake shall call a meeting with the Contractor and/or issue a written notice of possible contract termination should the condition continue.
2. If the condition should repeat for a second time, the Village of Spring Lake shall issue a written notice of contract termination.

LICENSES & CERTIFICATION

It shall be the responsibility of the Contractor to comply with all OSHA, federal, state, or local requirements for all work performed, including licensing and certification that is required for application of weed control products or other work performed under this contract.

REFERENCES

Each bidder shall include at least three references that may be contacted regarding performance of this type of work. The reference list shall include names, titles, addresses and telephone numbers of the individuals who may be contacted.
**BID PREPARATION AND RESPONSE**

To be considered, bids must be received at Spring Lake Village Hall, 102 W. Savidge, Spring Lake, MI 49456 no later than Thursday, April 6th, 2023 @ Noon. Bids will be accepted in-person, via mail, and via email. For paper/printed bids, return this entire bid proposal in a sealed envelope marked with Bid Streetscape Maintenance. Electronic bids can be emailed with this entire bid proposal to stefanie@springlakevillage.org with the subject line: Bid Streetscape Maintenance.

**BID SELECTION**

Village of Spring Lake will select those bids that it deems to be in its best interest. Village of Spring Lake reserves the right to accept or reject any and all bids.

**NON-DISCRIMINATION**

Village of Spring Lake’s contractors shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight or marital status, or disability that is unrelated to the individual’s ability to perform the duties of a particular job or position.

The vendor shall observe and comply with all applicable federal, state and local laws, ordinances, rules and regulations which shall be deemed to include, but not be limited to, the Elliot-Larsen Civil Rights Act and the Persons with Disabilities Civil Rights Act.

**FREEDOM OF INFORMATION ACT**

Information submitted in this bid is subject to the Michigan Freedom of Information Act and may not be held in confidence after the bid is opened. The bid will be available for review after staff has evaluated it, or ten (10) business days after the opening date, whichever comes first.

**WITHDRAWL**

A bid may be withdrawn in person or by written request prior to the time specified for opening the bids.
BID STATEMENT

STREETSCAPE PLANTING SERVICES AT STREETSCAPE FLOWER BEDS

VILLAGE OF SPRING LAKE’S STREETSCAPES AS SPECIFIED:

2023 Bid: $11918.00

Note: Prices are requested for one year.

CONTRACTOR SIGNATURE  PRINTED NAME  DATE
Brian Calkins  04/05/2023

Building Bridges Professional Services  1530 Madison Ave SE Grand Rapids MI 49507
COMPANY NAME AND ADDRESS

616-224-7409  616-272-6151  bcalkins@buildingbridgesgr.com
TELEPHONE NUMBER(S)  E-MAIL ADDRESS(S)
List of References for Spring Lake Village

Aaron Terpstra  City of Grand Rapids Parking Facility manager
(all flowers for Downtown Parking areas and garages)
Aterpstra@Grand-Rapids.MI.US   616245-3289   50 Ottawa Ave NW Grand Rapids MI 49503

Melvin Eledge Jr  Grand Rapids Downtown Development Authority Director of Operations.
(World of Winter and Detail service for DDA.)
meledge@downtowngr.org  616-307-5022   29 Pearl St NW Grand Rapids MI 49503

Brad Mathis  Rockford Construction  VP of Community Development.
(Multiple projects $10,000 to $160,000 range)
bmathis@rockfordconstruction.com  616-292-0158   601 First St NW Grand Rapids MI 49504
3/31/23

STEPHANIE HERDER - DDA DIRECTOR | VILLAGE OF SPRING LAKE

CLOCK TOWER
- Clock Tower clean up labor
- Perennial plants*
- Perennial planting labor
- Slow release fertilizer
- Bark around Clock Tower
- Bark installation labor

DIGITAL SIGN
- Digital Sign cleanup labor
- Perennial plants*
- Slow release fertilizer
- Perennial planting labor

TREE SURROUND 23 TOTAL
- Perennial Plants*
- Perennial planting labor
- Slow release fertilizer
- Tree surround bark
- Bark installation labor

PLANTERS 41 TOTAL
- 41 large planters clean up and potting soil
- Annual Plants* for 41 large planters
- Slow release fertilizer for 41 large planters
- Planting labor

TOTAL FOR ABOVE SCOPE OF WORK \[ \text{TOTAL: } \$11,560.00 \]

* The City Farmer reserves the right to substitute plants based on availability.
**WEEKLY PLANT CARE MAINTENANCE**
- Weekly plant care maintenance throughout the summer and fall

**TOTAL: $65.00 PER PERSON PER HOUR**

**FERTILIZER & MICRONUTRIENTS**
- 10-12 Applications of micronutrients throughout the growing season

**TOTAL: $75.00 PER APPLICATION**

**EQUIPMENT & PERSONNEL**
- Fertilizer tank in back of truck
- Fully trained employees work alongside with employee who has obtained a degree in Horticultural Science from MSU

References:

**Hunter's Woods**  
Contact: Bill Richmond  
Phone: 616.846.2847

**Village Site**  
Contact: Kim Steenwyk  
Phone: 616.333.7410

If you have any questions about the above services, please do not hesitate to reach out to us. We look forward to doing business with you and appreciate the time you have taken to look over our proposal.

Service confirmation is required no later than 4.15.23 to ensure your place on our schedule for this season. Please initial, in the space provided next to each service, to indicate which service(s) you would like done, sign the bottom of this proposal and send it back to us. Please make sure to retain a copy for your records as well.

X ____________________________
NAME /DATE

[Signature]
NAME /DATE 3 - 31 - 23
BID STATEMENT

STREETSCAPE PLANTING SERVICES AT
STREETSCAPE FLOWER BEDS

VILLAGE OF SPRING LAKE'S STREETSCAPES AS SPECIFIED:

2023 Bid: $14,560.00

*Bid does not include weekly maintenance & fertilizing

Note: Prices are requested for one year.

[Signature]
CONTRACTOR SIGNATURE

[Printed Name]
PRINTED NAME

3-31-23
DATE

[Company Name and Address]
1432 Washington 6-11

[Telephone Number(s)]
616-847-0300

[Email Address(s)]
levintuck14@gmail.com
TO: DDA Chair, Doug Heins & DDA Board Members
FROM: Stefanie Herder, DDA Director
DATE: April 10, 2023
RE: Lilley Cares Partnership Proposal

Background: Thanks again to Lilley Cares, Spring Lake Sparkle was back again for its 3rd year in the Village. The Santa House and kick-off event were a huge hit and a welcome addition to Sparkle. Lilley Cares was able to fundraise and secure around $20,000 for the installation of the lights. Staff had a post event meeting with Lilley Cares on Thursday, January 19th to review this year’s event and discuss how to improve 2023.

During this year’s Sparkle, there were a lot of electrical issues due to age of electric boxes, lack of GFIs at the correct levels, outlets and plugs being in the elements and more. This caused lights to go off a lot this year. Between Lilley Cares volunteers and DPW, many hours were spent getting the lights back on. Updating and fixing these issues could fall within the allowable expenditures for the DDA. This would be something that Wally would investigate and get the DDA pricing/costs to consider. The overall consensus from Lilley Cares, residents, business owners, and visitors is that they would like to see Sparkle continue and grow each year. Lilley Cares vision would be to have the whole M-104 corridor full of lights and decorations from the bridge to Fruitport Rd. It’s a hefty dream but if there are enough sponsors and buy in from the businesses, it could be done over time.

The DDA’s current budget for holiday decorations is $5,000. Holiday decorations are an allowable expenditure. The DDA paid for the snowflakes installation on the light poles on M-104. The contractual cost for the snowflakes was $3,795. While the Village and DDA are not allowed to make monetary donations to non-profits, we are allowed to accept donations. During staff’s discussion with Lilley Cares, an example of how the DDA could help support the efforts of Sparkle, was by committing to spending X amount of our budget on holiday lights. For example, the DDA could commit to spending X amount to make sure all of the trees were lit from top to bottom. We could also support Sparkle by making the necessary repairs/replacements to the electric boxes.

Lilley Cares has put together a proposal for the DDA to consider & review for Sparkle 2023.

Reading through the proposal, Lilley Cares is proposing two options for the DDA to consider:
Option #1

- The DDA considers increasing their holiday decoration budget to $10,000 and use that budget for specific features of Sparkle. An example would be that the DDA is in charge of lighting all of the trees from trunk to top. The DDA would have a separate bill from the contractor.
- Lilley Cares will fundraise and contribute at least an additional $10,000 towards the lights.
- The DDA addresses the infrastructure of the electric grid to be able to handle the lights and music speakers
- Lilley Cares would manage any special event that occurs during Sparkle – like the Kick-Off event, Santa House, etc.
- Lilley Cares wants Stefanie to be on their ‘working team’ regarding the lights and the installation of the lights only. Not for any of the special events.

Option #2

- The Village takes on all of the lights – we hold the vendor contract, electrical grid updates, etc.
- The DDA increases its annual holiday decoration budget from $5,000 to the board’s discretion. Lilley Cares is asking for the DDA board to consider raising the current budget to $10,000.
- Lilley Cares pledges at least $10,000 a year towards the project. They are in charge of all fundraising efforts.
- Lilley Cares would manage any special event that occurs during Sparkle – like the Kick-Off event, Santa House, etc.
- Lilley Cares wants Stefanie to be on their ‘working team’ regarding the lights and the installation of the lights only. Not for any of the special events.

Joan Mack, interim director of Lilley Cares, attended the 3/23/23 work session to provide any more info and answer any questions. She did note that with option #2, that the Village would be able to use all of the lights that Lilley Cares owns and pays to store.

**Issues & Questions Specified:** Would the board like to move forward with option #2? Is this an annual agreement? Should there be a 3-year agreement put into place and reviewed? Would the DDA consider increasing their annual holiday decoration budget from $5,000 to $10,000? How much is the cost for the Village to update the electrical units, etc? Should staff be appointed to the ‘working team’?

**Alternatives:** Do nothing and have Lilley Cares continue to operate Sparkle the same as 2022.

**Financial Impact:** At least an additional $5,000 added to the DDA’s holiday decoration budget. Cost of fixing improving the electrical outlets and other issues.
**Recommendation:** Option #2. The Village will manage everything to do with the lights being installed, maintained, vendor contracts, etc. as well as the electrical improvements that need to be made. Lilley Cares agrees to raise at least $10,000 a year to donate gift to the Village for the lights. Lilley Cares can focus on fundraising and their special events and the Village will take care of the technical side of the event. A multi-year agreement should be considered.

Instruct staff to move forward with creating a formal agreement with Lilley Cares.

**Attachments:** Lilley Cares Partnership Proposal
Partnership Proposal
DOWNTOWN 2023 HOLIDAY LIGHTS,
from LILLEY CARES
Board of Directors

History: Lilley Cares determined upon its creation in early 2020, that its mission would be to enhance the beauty of the Village of Spring Lake. Lilley Cares, as a reflection of the remodeled and relocated Lilley Mansion, would “give back” to the community that had been so generous and supportive of their efforts of the rejuvenation of Spring Lake.

A variety of projects ensued including efforts that required the use of volunteers and fundraising. We were determined to work toward a project close to our hearts that we named “Sparkle” and it was meant to be a unique holiday lighting endeavor. Brant Raterink and Steve Duchon, friends of Lilley Cares, presented a beautiful design of the lights downtown and the Board approved the expenditure of funds to be used for this project: the purchase of lights and decorations.

Spring Lake had holiday lights but not at a level that Lilley Cares wanted to do. In fact, we understand that the Village used to invest $8,000 annually to hang lights along M104. Lilley Cares initial budget was more than three times that, reflecting its hope for a much bigger lighting project. At this early point, Lilley Cares and the Village worked closely together to move this project forward.

December 2020 was the first holiday season and hopes were high that we could fund and install thousands of lights along M104 using funding gifts from the community. Initially this seemed like an excellent idea but reality meant that Lilley Cares and a massive group of volunteers scrambled all over downtown buildings, hanging lights, wrapping light posts, purchasing eclectic holiday decorations and holding fundraising events. With nothing holding us back but our sheer imagination and determination, we decorated downtown Spring Lake and covered everything with lights. We accomplished exactly what we had hoped to do: have a breathtaking display of holiday lights all along Savidge Street.

After that first year we were pleased with Sparkle’s outcome. At the same time, we learned how we wanted to adjust the event moving forward in order to better use our volunteer base and commitment to the event for years to come.

2021: We started the year with an even bigger holiday lighting budget. We ramped up our efforts to raise money for the Sparkle project: holding frequent fundraisers and even a Christmas pop-up shop. We hired expensive professionals to hang the lights but found our fundraising efforts tied to this piece of the overall project instead of fundraising in partnership with other efforts.

The lights looked marvelous and it seemed that all the effort and stress was worthwhile. This was a huge accomplishment. In our second year of hosting the Sparkle event we learned that in order to keep this commitment each year we were going to need to find a longer term solution with local partners to ensure that this is a sustainable event each year.
We had to re-focus on our mission. We had– and continue to have – a volunteer executive
director, and we knew we needed to be realistic about what we could and should achieve.

By the end of 2021, the volunteer executive director of Lilley Cares left and the Board
decided to take a deep breath and get back to basics. Basics didn’t have to mean less – just
better with a more focused direction.

We appointed one of our board members with several years of experience as the new ED
and took a new look at what we wanted to do.

We decided to have a Classic Christmas in 2022. We went back to Brant and Steven for
their inspiration and asked Preferred Lawn Care to hang and remove our lights with a more
realistic budget.

The Lilley Cares Working Team focused on a KickOff event to bring the community together
in one place: Epicurean Courtyard. We would bring the three components of the holidays
together: music, Santa and lights. We would make the Sparkle season kickoff a celebration
of the holidays and of the place we live. We would raise only the money we needed, and we
would work hard to earn and keep the trust of the community we serve.

On November 26 after a full year of less frequent and more focused fundraisers, and with
the trees already lit downtown, we “kicked off” the holiday season with over 700 people in
the festively decorated Courtyard: families, dogs, kids, strollers, wagons, and bikes. On an
unseasonably warm Saturday night, Santa stepped off a Spring Lake Fire Truck onto the
pavement at the Courtyard, and was greeted by the sight of hundreds of Spring Lakers. He
called out for Sparkle to begin. The Courtyard lights flashed on. The festively lit 15’
Christmas tree, strings of colorful lights swinging from post to post and – the best gift
Spring Lake could receive – the doors to the new Santa House swung open. With that,
Christmas carols were sung, a small jazz band accompanied the many voices, and under
red, blue, green and white blinking lights, the village welcomed the holidays. Lilley Cares
had found its footing.

2023 and moving forward.

Lilley Cares and the Village of Spring Lake have partnered in this endeavor from the very
beginning. We needed to work together to bring this event to the area. As Lilley Cares
worked through growing pains we settled down in 2022 to what we believe is the winning
formula. The Spring Lake community wanted to continue Sparkle, we needed to find a
strategic way to continue to bring it to the public with an encouraging level of enthusiasm
each year.

During our 2022 recap and during the beginning of planning for 2023 we determined a few
things:
1. The infrastructure of the electric grid needed to be improved. The lights went out throughout the month of December due to getting wet and the overloading of the circuits. The Village manager has indicated this is being considered now and will probably be done.

2. People want more lights; the perception we had fewer lights was somewhat true but was a deliberate plan. We had decided to use the lights we had and not close lanes of traffic to hang and remove lights. We only covered tree trunks, not treetops and this resulted in people thinking we had fewer lights. It was beautiful but not breathtaking.

3. We needed to find a way to increase lighting along Savidge without needing to ask for more and increased funding from the community year after year. More fundraisers were not always the answer; Lilley Cares does not have the manpower to hold numerous events.

4. We believe that the lighting along M104 is bigger than our small nonprofit—after three years, it belongs to the entire community now.

We learned that prior to 2020 the Village of Spring Lake spent approximately $8,000 each year to hang lights at the holidays. The village strategy was to buy them and then cut them down each year instead of saving them for the next year as that was fiscally fitting due to manpower and the village budget.

Lilley Cares currently has 3 storage units at the cost of around $2400 a year to store lights and decorations. Lights should last longer if we use professional people to put lights up and take lights down, and store them responsibly.

Lilley Cares wants to continue its endeavor to keep Sparkle as its Signature Event for Spring Lake. In fact, Lilley Cares believes that Sparkle should be its only event for at least this year, and that the work done throughout this year should have one purpose: to hold our Sparkle event, to light the town, to bring the community together.

We believe that the Village of Spring Lake and the DDA want holiday lighting to continue as well. **We understand that any DDA funding would be for lighting only, not the events surrounding Sparkle, our nonprofit event.** Lilley Cares believes that the lights along Savidge Street are the backdrop to the Sparkle event itself and essential to the community holiday atmosphere.

The Santa House was donated to Lilley Cares by a very generous Spring Lake citizen and business owner, Sherry Zuidema and Nest Builders. Our plan is to keep this House specifically for Sparkle purposes; to celebrate the holidays with our own Spring Lake Santa.

Lilley Cares plans the following beginning in 2023:

1. Ask Brant Raterink and Steven Duchon, the original inspiration of Sparkle, to design a bigger, enhanced 2023 lighting plan, covering the tops of trees, adding more pieces along Savidge Street.

2. The 2022 design by Brant and Steven is attached to this Request.
3. To add more lights to the clock tower using the donated Santa Sleigh, also by Sherry Zuidema.
4. To continue to use Preferred Lawn Care as a partner in this endeavor as they are a terrific partner in this huge project.

How can we do this?

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| 1. **Our Number One expense for Sparkle is the lights.** In 2022 we spent more than $14,000 to hang the lights. Add $2400 to store the lights means we spent more than $16,000 to bring the holiday lights to Spring Lake.  
2. **We believe 2023 will be more expensive as we need to purchase new lights and we need to have more lights to go back to the 2021 lighting level which is our goal.**  
3. **We will raise money by approaching our local family foundations and other loyal stakeholders.**  
4. **We ask that the DDA of Spring Lake be a more strategic partner by adding $10,000 to the lighting project for downtown Spring Lake.** |

**What does this partnership mean for the DDA?**

We know that most people already think that the Village of Spring Lake and the DDA is responsible for the lighting of Savidge Street. People are actually surprised when told that a small nonprofit raises funds and manages the lights along the highway leading into and out of Spring Lake.

By partnering with Lilley Cares at the level of $10,000 we believe this will be approximately 50% of the cost of the lights (managing and maintaining, hanging, and removing) in 2023, making this a true partnership. With the upgrade of the electric grid, lights will not go out and the beauty of the drive along M104 will be greatly enhanced.

Spring Lake gains some management and “say” about what the funds are used for.

Lilley Cares has a small working team that manages the event Sparkle. We hope that the DDA will assign the head of the DDA to be a part of the Working Team when it comes to Sparkle lights. She will attend the planning meetings, determine the timing, and be a part of the problem-solving effort. *We do not expect the DDA manager to assist in any other way in the Sparkle event itself, only in regards to the lighting portion of the event, ensuring the funds are spent wisely and the project is handled responsibly.*
Lilley Cares will continue its fundraising efforts and will hold an annual kickoff event. We will:

1. Bring the Santa House to the Courtyard and host Santa events throughout the holiday season.
2. We will hold events in the community, some centered around the Courtyard.
3. We will partner with other nonprofits where appropriate to bring the community together.
4. If the Village of Spring Lake and Grand Haven partner in a Christmas market at Tanglefoot, Lilley Cares will join this effort and even assist in planning if asked.

Lilley Cares is committed to Spring Lake and is honored to have the opportunity to partner with the DDA to continue to bring the holiday lights to the community.

Spring Lake spent $8000 annually to hang lights along Savidge Street in the past. Lilley Cares is asking for that funding, with a small increase, to be restored and used by Lilley Cares to enhance the holiday lighting project along M104 for 2023 and for the years to come.

**As an alternative:** If the DDA wishes to take on the entire lighting of M104, Lilley Cares will pledge at least $10,000 to light portions of the downtown. For example, if the DDA takes on the holiday lights, Lilley Cares will donate the use of all the lights we currently own and we will light certain areas such as the clock tower, extra trees at each corner, and of course the Courtyard.

If the DDA would like its funds to pay for a specific portion of the lighting effort, we can ask Brant and Steve to outline the portion paid for by the DDA and we can be billed appropriately by Preferred Lawn Care. The funds allotted to Lilley Cares for lights will only be used for lights and not for any other component of Lilley Cares’ Sparkle events.

We hope that the DDA will see the value of partnering with Lilley Cares on the holiday lighting for M104. 2023 marks the fourth year for holiday lights along Savidge Street. By approving this partnership request we can ensure that this project will continue and improve exponentially.

Yours very sincerely,

*The Board of Directors of Lilley Cares*

*Joan M Mack, Executive Director*
Background: Since the pandemic, Stan’s Bar has had a patio outside of the back entrance. It has been a welcome outdoor seating addition to the district but also for the social district.

The patio has used one parking space the west of the back entrance. The 15 minute parking spot has been left open.

Jack Veldman, the owner of Field’s Fabric, contacted Stefanie last week to ask if Stan’s was still planning on using that parking spot. While they think the patio is a welcome addition, they are wondering if it could be reconfigured and perhaps expanded to the east instead so that the parking spot is reopened.

Stefanie reached out to Joe Stalec, owner of Stan’s, and he said they could be flexible if needed any could reconfigure that space. The space to the east, between Stan’s & Love in Action is mostly used for bike parking in the warmer seasons.

Issues & Questions Specified: Should the patio be moved to free up the parking spot? If so, would the board like to see a plan for an alternative patio for Stan’s?

Alternatives: Do nothing and keep the patio as is.

Financial Impact: None.

Recommendation: Board’s discretion.

Attachments: Parking lot map.