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, Amanda Pauli

III. Old Business
   A. West Savidge Project Update
   B. Wayfinding Project Update
   C. Village Streetscape Project Update
   D. Spring Lake Spruce Up & Community Garage Sales
   E. Lakeshore Visual Arts Collective Trunk Show

IV. New Business
   A. Michigan’s Smallest Park
   B. Grant Applications
   C. Memorial Day Parade

V. Board Member Comment

VI. Public Comment

NEXT WORK SESSION MEETING IS MAY 25th, 2023
NEXT DDA MEETING IS MAY 4th, 2023
Background: At the 4/13/23 DDA meeting, Wally from DPW shared with the board that there’s a grant available, that if awarded, could help pay for the water main replacement and the resurfacing of West Savidge.

With Critical Infrastructure being at the top of the DDA’s Strategic Plan, the board wanted to pause discussions on the wayfinding project until they learned more about this potential project. This is an area of the Village that is in need of critical infrastructure repairs and has recently had a failed development project due to these needed repairs.

Issues & Questions Specified: When is the grant due? When is the grant awarded? How much of a match would come from the DDA? How long would the project take?

Alternatives: Do nothing

Financial Impact: $430,000 Total project. 50/50 matching grant for street participation available ($128,525) and $109,110 for the water main project.

Recommendation: Board’s discretion

Attachments: West Savidge Street Project
WEST SAVIDGE PROJECT

Project: W. Savidge Resurface – Watermain Replacement

Location: W Savidge St. Christman St. to west end

Scope: Cold Milling Surface and HMA resurfacing with spot curb and gutter replacement on all 1,145 LF of W. Savidge St. along with directional drilling 210 feet of 8-inch HDPE water main under M104 to reinstate the watermain loop between water mains on the south side of M-104 and the north side of W. Savidge St.

Engineer’s Estimate: $430,000

<table>
<thead>
<tr>
<th>STREET</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Participating:</td>
<td>$257,050</td>
</tr>
<tr>
<td>Street Non-participating:</td>
<td>$63,840</td>
</tr>
<tr>
<td>C/E Design</td>
<td>$14,060</td>
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<td>Contingency</td>
<td>$25,536</td>
</tr>
<tr>
<td>TOTAL STREET</td>
<td>$320,890</td>
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</tbody>
</table>

TED Grant 50/50 of Participating:
($128,525) ½ of the $257,050 street participation
$192,363

<table>
<thead>
<tr>
<th>WATER</th>
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<tr>
<td>Water Non-Participating:</td>
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<td>Construction</td>
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<td>TOTAL WATER</td>
<td>$109,110</td>
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</table>
ENGINEER'S ESTIMATE

PROJECT: Village of Spring Lake - Water Main Repair

LOCATION: Spring Lake, Michigan

SCOPE: Cold Milling HMA Surface and HMA resurfacing with spot curb and gutter replacement on all of Savidge Court along with directionally drilling 8-inch HDPE water main to reinstate the loop between water mains on the south side of M-104 and the north side of Savidge Court.

DATE: March 17, 2023

<table>
<thead>
<tr>
<th>ITEM NO.</th>
<th>ITEM DESCRIPTION</th>
<th>UNIT</th>
<th>QUANTITY</th>
<th>UNIT PRICE</th>
<th>TOTAL COST</th>
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<td>Miscellaneous Items</td>
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<td>7</td>
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<td>11</td>
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<table>
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<tr>
<th>ITEM NO.</th>
<th>ITEM DESCRIPTION</th>
<th>UNIT</th>
<th>QUANTITY</th>
<th>UNIT PRICE</th>
<th>TOTAL COST</th>
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<td>14</td>
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<td>$6,000.00</td>
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<td>$5,000.00</td>
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<td>Plug, 10 inch</td>
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<td>21</td>
<td>Sleeve, 8 inch</td>
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<td>Subtotal:</td>
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<td>Construction Total</td>
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<tr>
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<td>Soil Borings</td>
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<td></td>
<td>$9,000.00</td>
</tr>
<tr>
<td></td>
<td>Survey, Design Engineering &amp; Permitting</td>
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<td></td>
<td></td>
<td>$18,500.00</td>
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<tr>
<td></td>
<td>Construction Engineering, Testing &amp; Inspection</td>
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<td></td>
<td></td>
<td>$31,000.00</td>
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<tr>
<td></td>
<td>Total:</td>
<td></td>
<td></td>
<td></td>
<td>$450,000.00</td>
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</tbody>
</table>

03/17/2023

Page 1 of 1
TO: DDA Chair, Doug Heins & DDA Board Members
FROM: Stefanie Herder, DDA Director
DATE: April 10, 2023
RE: Wayfinding Bids

Background:

Update as of 4/13/23: This discussion has been tabled until the board has more info on the proposed West Savidge Street Project.

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.
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.

<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>
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<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>
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)

**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

#### 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 incurrence 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.:  
Nikki Schier  Studio Manager

Authorized for Village of Spring Lake:  

Signature  Date  
02/24/2023

Name (Printed)  Title  

Signature  Date
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

Signature  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>
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<td>North Bank Park Arch</td>
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<td>$18,149</td>
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<td>$</td>
<td>$</td>
<td>$</td>
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</table>

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

Total Cost for Fabrication of Signs ........................................ $296,359.00
Total Cost for Installation of Signs .................................... $79,980
Grand Total Cost (Fabrication & Installation) .......................... $376,319

*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>
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<tbody>
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<td>Pat - Cel 616-847-4388</td>
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<td>100</td>
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<tr>
<td>City of Rockford</td>
<td>Thad - Cel 616-691-6706</td>
<td>$350,000</td>
<td>100</td>
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<tr>
<td>City of Ferrysburg</td>
<td>Craig - Cel 616-843-5028</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.)

   [Blank space for information]

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

   [Blank space for information]
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. (name of Contractor)
5001 Falcon View Ave SE (address of Contractor)
Grand Rapids, MI 49512
(616)916-0837 (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

Signed

Project Manager
February 9, 2023

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>
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<td>East Gateway</td>
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<td>$43,256</td>
<td>$</td>
<td>$43,256</td>
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<tr>
<td>105</td>
<td>West Gateway</td>
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<td>$</td>
<td>$18,959</td>
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<tr>
<td>107</td>
<td>Village Hall ID</td>
<td>1</td>
<td>$2,650</td>
<td>$</td>
<td>$2,650</td>
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<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>$5,394</td>
</tr>
<tr>
<td>130</td>
<td>Park ID</td>
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<td>$</td>
<td>$10,494</td>
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<tr>
<td>135</td>
<td>Trail ID</td>
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<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>
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<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>
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<td>$1,692</td>
<td>$</td>
<td>0</td>
</tr>
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<td>Parking Directional</td>
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<td>$325</td>
<td>$</td>
<td>$6,500</td>
</tr>
<tr>
<td>320</td>
<td>Trail Directional</td>
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<td>$2,672</td>
<td>$</td>
<td>$26,720</td>
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<tr>
<td>400</td>
<td>Business District Directory</td>
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<td>$4,941</td>
<td>$</td>
<td>$4,941</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>
<thead>
<tr>
<th>Project</th>
<th>Contact and Phone Number</th>
<th>Dollar Amount</th>
<th>% Complete</th>
</tr>
</thead>
<tbody>
<tr>
<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
Village of Spring Lake  
102 W. Savidge Street  
Spring Lake, MI 49456

<table>
<thead>
<tr>
<th>P.O. No.</th>
<th>Term</th>
<th>Account Rep</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Net 30</td>
<td>NZ</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Qty</th>
<th>Description</th>
<th>Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<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>
</tr>
<tr>
<td>1</td>
<td>Type 107 Village Hall ID</td>
<td>2,650.00</td>
<td>2,650.00</td>
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<td>Type 110 North Bank Park Arch</td>
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<td>3</td>
<td>Type 120 Welcome Sign</td>
<td>1,798.00</td>
<td>5,394.00</td>
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<tr>
<td>3</td>
<td>Type 130 Park ID</td>
<td>3,498.00</td>
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<tr>
<td>3</td>
<td>Type 135 Trail ID</td>
<td>3,198.00</td>
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</tr>
<tr>
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<td>Type 137 Tanglefoot Park ID</td>
<td>4,979.00</td>
<td>14,937.00</td>
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<tr>
<td>15</td>
<td>Type 150 Parking Lot ID</td>
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<tr>
<td>0</td>
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<td>1,692.00</td>
<td>0.00</td>
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<td>20</td>
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<td>26,720.00</td>
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<tr>
<td>1</td>
<td>Type 400 Business District Directory</td>
<td>4,941.00</td>
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<tr>
<td>0</td>
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<tr>
<td>1</td>
<td>Fuel Surcharge</td>
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<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: ____________________________
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?
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 <Natez@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

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

FROM: Stefanie Herder, DDA Director

DATE: April 25th, 2023

RE: Planters & Streetscapes Bids

Update as of 4/25/23: The board approved to award the contract for the 2023 season to The City Farmer at the 4/13/23 meeting. The plants have been ordered and will be growing in the greenhouse for weeks before it is planted in the planters.

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.
__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

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.

---

NAME /DATE

NAME /DATE

---

*CITY FARMER LAWN & LANDSCAPE | 1437 WASHINGTON AVENUE, GRAND HAVEN, MI 49417 | 616.842.0360*
BID STATEMENT

STREETScape Planting Services at Streetscape Flower Beds

Village of Spring Lake's Streetscapes as Specified:

2023 Bid: 11,560.00

*Bid does not include weekly maintenance & Fertilizing.

Note: Prices are requested for one year.

[Signature]  [Levent Turk]  3-31-23
CONTRACTOR SIGNATURE  PRINTED NAME  DATE

The City Forges  1437 Washington 6.4.
COMPANY NAME AND ADDRESS

(616) 842-0360  leventturk14@gmail.com
TELEPHONE NUMBER(S)  E-MAIL ADDRESS(S)
TO: Chairman Heins & DDA Board Members  
FROM: Stefanie Herder, DDA Director  
DATE: April 25, 2023  
RE: Spring Clean Up & Community Garage Sales

**Background:** Annually, the Village hosts a Spring Clean Up aka Junk Pick-Up day the 2nd Wednesday of May.

This year, we’d like to bring back the community garage sales aspect of this event which has happened in the past. Village residents can fill out a simple form to list themselves as having a garage sale the weekend of May 5-7th. This way, if they don’t sell all of their junk, it can be put out at the curb the following Wednesday – May 10th.

On Saturday, May 6th from 10am to noon, Laker Leaders will be doing a clean up around the Village depending on how many volunteers we get to sign up. The social district and the corner of Jackson & Exchange are the priority areas and then we will go from there. We have just a handful of volunteers signed up so far.

We currently have 13 garage sales signed up.

**Issues & Questions Specified:** None.

**Alternatives:** NA

**Financial Impact:** None

**Recommendation:** NA

**Attachments:** None
**DDA MEETING AGENDA REPORT**

**TO:** Chairman Heins & DDA Board Members  
**FROM:** Stefanie Herder, DDA Director  
**DATE:** April 25th, 2023  
**RE:** Lakeshore Visual Arts Collective Event

---

**Background:** Lakeshore Visual Arts Collective is a 501c3 organization and they partner with other non-profits and businesses in West Michigan to facilitate Pop Up Art shows creating new networking opportunities for their member artists.

They have helped artists sell over $50,000 worth of artwork and have helped our non-profit partners raise over $20,000. Those organizations include GHASF, READ, CWIT, Boys and Girls Club of Muskegon, and ArtWalk (Grand Haven DDA).

Stefanie met with some members of the board of LVAC regarding possible future events happening in Spring Lake and where some locations could be. Right now, they are looking at having a ‘trunk show’ in Spring Lake on Sunday, May 7th and are interested in a few locations in the Village. They are looking at Mill Point Park and possibly the public lot behind Stan’s Bar.

Stefanie gave them all of the information regarding a Mass Gathering in the Village to review. Generally, they have 30-40 artists participate with about 200-275 people attending this walk through event. It’s about a 3 hour event and their setup/clean up is easy since it’s a trunk show. They like the idea of it being in the social district too.

Their mass gathering permit was approved and they have sent out press releases and have hung up posters around town.

**Issues & Questions Specified:** None

**Alternatives:** Do nothing

**Financial Impact:** None

**Recommendation:** Na

**Attachments:** None
Background: This idea started out of a brainstorm of ideas for April Fool's Day. However, the more that Stefanie looked into the idea, the more it became apparent that it could become real-life and very inexpensively. See the attached press release.

The idea was put out on social media to much support and lots of media coverage. Dozens of people reached out with name ideas and even more ideas for the new park.

Like the World’s Smallest Park – Mill End’s Park - in Portland, Oregon the vision is for it to be simple: Plants, seating, sign, etc. There are no rules to what makes a park a park. The proposed spot along South Jackson already has most this as well as a trash can and lighting. It even has a cornhole game and food trucks can conveniently pull up and park. Lilley Cares is providing the Village new Adirondack chairs to replace the broken ones and we could locate some of those at this location.

The cost for a small park sign would be a few hundred dollars. This could be a fun little destination for people to visit and have their photo taken at “Michigan’s Smallest Park”. The new owners of the former Seven Steps Up have reached out and would love to be involved with upkeep etc. They suggested the name “Temple Park” as a nod to the former Masonic Temple.

This is a destination we could add to our websites, Michigan.org, Visitgrandhaven.com, and even make a Google listing for the park.

The media that covered the story have told us they would gladly come back for a ribbon cutting and more. Media coverage included Grand Haven Tribune, WGHN, WZZM, WoodTV, and even CBS.com.

Issues & Questions Specified: Would the DDA support the official creation of this park as part of the Social District?

Alternatives: Do nothing. Name the park without installing signage.

Financial Impact: $300-$1,000 for signage and additional amenities.

Recommendation: Move forward with signage and dedication of the park.
Attachments: Press Release
Village of Spring Lake
102 W. Savidge Street
Spring Lake, MI 49456

***DO NOT RELEASE UNTIL FRIDAY, MARCH 31st, 2023***

**Village to Be Home to Michigan’s Smallest Park**

[SPRING LAKE, MICHIGAN] Biggest isn’t always best. The Village of Spring Lake’s Downtown Development Authority (DDA) has plans in the works to be home to Michigan’s smallest park.

“Placemaking is one of our main objectives as a DDA and we are always looking for new opportunities to create gathering spaces within the Village,” said Stefanie Herder, director of the Village’s Downtown Development Authority. “We’re been looking at ways to create more common spaces within our Social District and we have a few spaces in mind that we are focusing on.”

One of those spaces is located on the east side of South Jackson Street between Well Adjusted Chiropractic and the former Seven Steps Up.

“During the pandemic, the Village was awarded a grant to purchase a concrete cornhole set for our social district. We placed the cornhole game in this location along South Jackson Street for folks to enjoy. I kept looking at this area and thinking about how else we can enhance that space to encourage more people to use it.” said Herder.

Herder started researching small parks across the country and found Mill Ends Park in Portland, Oregon. It holds the record of being the smallest park in the world with a total area of 452 square inches. Knowing this would be hard to beat, Herder started searching closer to home and could not find anything about there being the smallest park in Michigan.

“There wasn’t much out there about an official, smallest park in Michigan. I took this information and tied it in with our goals for more gathering spaces in our Social District. Why not create a new common space AND make it Michigan’s Smallest Park?” said Herder.
The new park will add amenities including seating, plants & planters, shade, and more. There are two parallel parking spots along this space which is perfect for a food truck to set up for events and more.

What will this new park be named? The Village is looking for suggestions and ideas from residents and visitors.

“I love how Mill End’s Park in Portland is so small, but it still has a name and a sign. We are encouraging folks to share their name ideas on our social media posts about the proposed park.” Said Herder.

Besides placemaking, Herder hopes that the new park becomes a destination for visitors to the West Michigan area.

“We have over 20,000 cars that drive through the Village every day. The biggest question for decades has been ‘How do we get them to stop in the Village?’ The new developments in the Village over the past 5 years have been a big help. I’d love to see visitors stop to visit the new park, take a selfie, grab a bite to eat, enjoy a social district drink, or shop.”

The Village of Spring Lake hopes to begin work on the new park this summer.

You can find more information about the proposed park at visitspringlakemi.com.

Dropbox Folder With Images - For Media Use

**Village of Spring Lake’s Downtown Development Authority’s Mission**

The mission of the Spring Lake DDA (Downtown Development Authority) is to champion the businesses within our district, to attract new investment and growth, and to continually improve and enhance the Village experience for the benefit of residents and visitors alike.

You can learn more about the DDA by going to visitspringlakemi.com

If you have any questions, please call Village Hall at 616-842-1393 and ask for Stefanie or email at stefanie@springlakevillage.org

Stefanie Herder
Director; Downtown Development Authority
Village of Spring Lake
(616) 842-1393
stefanie@springlakevillage.org
Facebook | Instagram | Twitter | LinkedIn | TikTok

###
DDA MEETING AGENDA REPORT

TO: Chairman Heins & DDA Board Members
FROM: Stefanie Herder, DDA Director
DATE: April 25th, 2023
RE: Grant Opportunities

Background: A couple of grant opportunities have become available in the last few months that the DDA has qualified for:

Consumers Energy Put Your Town On The Map - $10k - $25k

Michigan Municipal League Foundation Bridge Builders Grant - $5k

Stefanie submitted the first round application for the Consumers grant. The proposed project was to create more seating and gathering area in the long, grassy, strip of land behind Mama Mia’s. Unfortunately, we did not make it to the next round but we knew that was possible since we had won this grant before.

Stefanie submitted the first round application for the Bridge Builders Grant. The project is to activate the alley between Mama Mia’s and Field’s Fabrics with art, seating, signage, lighting, and more. Both businesses owners have been involved with the discussion and are on board with the project if we are awarded. We could even have a naming contest for the new alley. Applications were due April 23rd. Finalists will be notified between May 22nd – 26th. Online voting is from May 30th – June 11th. Winners will be contacted late June.

Issues & Questions Specified: What would the $5,000 be used towards?

Alternatives: NA

Financial Impact: Up to $5,000 in grant funds.

Recommendation: NA

Attachments: Consumers Put Your Town On The Map & MML Foundation Bridge Builders Grant.
Consumers Energy Foundation to Award $50,000 for Small Towns in Put Your Town on the Map Competition

Small and rural towns encouraged to submit ideas that can help their communities grow and thrive

JACKSON, Mich., March 7, 2023 /PRNewswire/ -- The Consumers Energy Foundation announced today it is calling for entries in the annual Put Your Town on the Map pitch competition. The competition will provide $50,000 for big ideas in Michigan's small towns.

The Put Your Town on the Map competition provides funding for three projects that help small communities in Michigan grow and thrive. Communities with up to 10,000 residents can submit proposals through April 7.

"The Put Your Town on the Map competition is all about helping make big ideas a reality for Michigan's small communities," said Brandon Hofmeister, president of the Consumers Energy Foundation. "Consumers Energy and our foundation have a proud tradition of helping the communities we serve to grow and thrive. Our small towns are the backbone of our state, and this competition helps those communities bring their ideas to life."
The Consumers Energy Foundation and the Community Economic Development Association of Michigan (CEDAM) will select 10 finalists to make their pitches at the Small Town and Rural Development Conference in June. The top three winners will receive grants worth $25,000, $15,000 and $10,000, respectively.

Consumers Energy started the competition in 2019. In 2022, grant dollars were awarded to the city of Big Rapids for a skatepark project, to Gaylord to develop a new art corridor, and to Hart to support their new initiative called The Hart Project.

"The Put Your Town on the Map pitch competition provides Michigan communities a huge opportunity to work on transformational projects, and I'd encourage all small and rural towns to submit their big ideas," said Jessie Black, Big Rapids Community Economic Development Specialist, who won the first-place prize at last year's competition. "We were so grateful to receive this funding from the Consumers Energy Foundation because it enabled us to move ahead with plans for the new Big Rapids skatepark."

The Put Your Town on the Map competition seeks to reward innovative ideas that attract visitors to downtowns, advance housing, education or employment, cultivate community pride and more. Community leaders can learn more and apply here.

The Consumers Energy Foundation is the charitable arm of Consumers Energy, Michigan's largest energy provider. The Foundation contributes to the growth and strengthening of Michigan communities by investing in what's most important — our people, our planet and Michigan's prosperity. In 2022, the Consumers Energy Foundation, Consumers Energy, its employees and retirees contributed over $19 million to Michigan nonprofits. For more information, visit www.ConsumersEnergy.com/foundation.

Consumers Energy, Michigan's largest energy provider, is the principal subsidiary of CMS Energy (NYSE: CMS), providing natural gas and/or electricity to 6.7 million of the state's 10 million residents in all 68 Lower Peninsula counties.

For more information about Consumers Energy, go to ConsumersEnergy.com.
Check out Consumers Energy on Social Media

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Bridge Builders Main Street Microgrants offer small, one-time grants of up to $5,000 for collaborative, creative projects in Michigan Municipal League member communities. Microgrants fund projects that bring together local artists and businesses in Michigan downtowns. Projects should build bridges across your community by bringing people together. **This year, 4 microgrants of up to $5,000 each will be awarded across Michigan.**

Each application must include:

1. An artistic element led by an artist. Artists can be visual, performing, 3-D artists, poets, dancers, or any other artist recognized as an “artist” by a museum or by their mother. Artists must be compensated fairly for their time and expertise.

2. A project location within the community’s downtown or business district.

3. At least 2 locally owned, brick and mortar, for-profit businesses that are located within that same downtown/business district.

4. A letter of support from one of the community’s government leaders (manager, mayor, or council member).

5. Details about how the project celebrates the neighborhood’s (or greater community’s) diversity such as generational, racial, cultural, economic, and/or ability.

6. A start date of July 15 or later.
**Who May Apply:**
- Downtown Development Authorities
- Commercial Improvement Districts
- Municipal governments
- Local businesses

**Who May Not Apply:**
- Non-local businesses
- Non-profits
- Past recipients of Bridge Builders funding

**What Kinds of Projects “Fit” This Program:**
- Placemaking activities that bring together residents, businesses, and artists to transform a space
- Placemaking activities that elevate cultural traditions using arts and creative expression to bring people together
- Participatory, interactive projects that engage residents and promote their wellbeing
- Performative pieces (e.g. theater in parking lots, street musicians)
- Art, window front, sign, or other installations that engage residents
- Tours (self-guided or otherwise) that celebrate local history, culture, art, businesses, etc.

- This is not an exhaustive list. Get some inspiration by viewing past grantees here

**What Doesn’t “Fit” This Program:**
- Legislative or partisan political activities
• Events or activities that require participants to pay to participate or attend (including fundraisers)
• Loans
• Typical business expenses such as rent and payroll
• Routine maintenance of public spaces
• School art shows
• Protests (The MML Foundation fully supports the right to protest, however, we cannot fund protests.)
• Anything that glorifies violence or promotes hate, discrimination, or exclusion
Background: The Memorial Day Parade will take place Monday, May 29th at 10am. The Mass Gathering has been approved and marketing has began.

The route will be the same as 2022: St. Mary’s Parking Lot, East on Exchange, South on Lake, East on River, and finish at the All Shore Wesleyan Church.

New this year, the organizers are actively looking for entries to add to the parade.

Issues & Questions Specified: NA

Alternatives: NA

Financial Impact: NA

Recommendation: NA

Attachments: Memorial Day Parade info
SLV MEMORIAL DAY PARADE ROUTE

Groups line up at St. Mary’s Church Parking Lot at 9:30am
SLTFD Trucks line up on Exchange and start East on Exchange at 10:00am
Parade participants follow SLTFD to Lake St. and turn South.
Parade continues South on Lake St. to River St. and turns East.
Parade continues East on River St. to Fruitport Rd. and turns North.
Parade continues North on Fruitport Rd. to All Shores Wesleyan Parking Lot at 10:45am
VILLAGE OF SPRING LAKE
2023 MEMORIAL DAY PARADE

REGISTRATION

DATE: MONDAY, MAY 29, 2023
Applications are due on or before Friday, May 19, 2023

ENTRY OR ORGANIZATION NAME

CONTACT NAME

CONTACT PHONE

EMAIL

MAILING ADDRESS

ENTRY CATEGORY
Select the option best fitting you:
☐ Antique Vehicle
☐ Float (business, church, school...)
☐ Governmental Unit (fire, police, utility vehicles...)
☐ Marching Band
☐ Non-Band Walking Group (business, church, school...)
☐ Other Vehicles (boats, farm/lawn equipment...)
☐ Other

Add additional entry details or description here:

Did you participate in last year’s parade? _________ Number of participants _________

Does your entry include a tow vehicle? ________________________________

Does your entry have sound (if yes, describe)? ________________________________

To determine your entry’s acceptance and placement, a photo or detailed sketch and description must be submitted. Please include with registration form or email to SLMemorialParade@gmail.com.

Candy/Handout Policy:
Our event insurance prohibits us from throwing candy at any time.
Candy or other materials can only be distributed by hand along the route.

ANY QUESTIONS? Please contact Lesley at 616.617.8289 or Angela at 773.793.3753.
VILLAGE OF SPRING LAKE
2023 MEMORIAL DAY PARADE

RELEASE FORM

ORGANIZATION NAME

CONTACT PERSON

ADDRESS

TELEPHONE  EMAIL

In consideration of the mutual agreement between Participant and The Village of Spring Lake and parade co-directors, Angela Stanford Butler and Lesley Van Leeuwen-Vega, all parties agree to the following:

1. Participants agrees to indemnify and hold harmless The Village of Spring Lake and its members, their agents and their successors and assigns, from any and all claims for personal injuries, death, damages, costs and/or other expenses including reasonable attorney’s fees, arising from, or in any way connected with the parade, its members, partners, coordinators, associates, and employees.

2. Participant agrees to be solely responsible for all equipment, personal property, etc., utilized in connection with the parade and used on the parade route.

3. Participant agrees to use good taste and abide by the Spring Lake Memorial Day Parade Rules and Regulations set by the parade coordinators.

I hereby agree to indemnify and hold harmless The Village of Spring Lake and its members, as well as parade co-directors, Angela Stanford Butler and Lesley Van Leeuwen-Vega their agents and their successors and assigns, from any and all claims for personal injuries, death, damages, costs and/or other expenses including reasonable attorney’s fees, arising from, or in any way connected with the parade, its members, partners, coordinators, associates and employees.

SIGNATURE  DATE

Please return by mail or email to:
Spring Lake Memorial Parade
718 Fall Street
Spring Lake, MI 49456
SLMemorialParade@gmail.com

Release Form must be received NO LATER THAN Friday, May 19, 2023.