I. Call to Order

II. Business

   A. Tanglefoot Park Discussion
   B. City Farmer Additional Services
   C. Shoreline Visitors Guide Fall/Winter Guide
   D. WGHN Voice of the Village Proposal
   E. DDA Director Report – June 2023
   F. Miscellaneous

III. Board Member Comment

IV. Public Comment

REMINDER - NEXT WORK SESSION MEETING IS May 25, 2023
NEXT DDA MEETING IS June 8, 2023
Background: Tanglefoot Park has been open for just over a year now. As the park is open and used more and more, issues or items for review have come up. Wally from DPW has questions and concerns that he wanted to run by the DDA.

- Pavilion Rental in the off season
- Holiday usage & fees
- Lawn usage for rentals
- Use of the pavilion when not rented – dogs, etc.

Issues & Questions Specified: What is the DDA board’s feedback on these items?

Alternatives: Do nothing.

Financial Impact: Depends.

Recommendation: Address DPW’s questions and come up with a plan to share with DPW and rest of Village staff.

Attachments: Email from Wally from DPW
Stef,

I think the DDA needs to discuss a few things (see highlighted area below) re: Tanglefoot Fees at their next work session. We won’t have it done in time for budget, but we can amend the fee schedule at any time.

I also think we need to talk about other “usage”...i.e. dogs. I have said that it is a public park and if there is no one using the pavilion people are welcome to use it, but they are taking their chances on availability. When the question on the dogs came up, it never occurred to me that the DPW would have to clean the facility every....single....time they had a herd of dogs in there. Wally has indicated that there is hair everywhere and we cannot let it stay like that before an event (i.e. Chamber event, Farmer’s Market, etc.) so it costs the tax payers every time we allow that to happen. Also, having a herd of dogs in there means they are pooping and peeing on the lawn; while I’m sure they pick up their poop, the urine will eventually ruin/spot the grass. Can you add this topic to the next DDA work session?

Thanks,

Chris

From: Wally Delamater <WDelamater@springlaketwp.org>
Sent: Thursday, June 1, 2023 7:56 AM
To: Christine Burns <christine@springlakevillage.org>
Subject: RE: 5C Fee Schedule.xlsx

Line 79 Planning and Zoning: What is an “Annual Banner/Pennant Permit? This is a Lukas thing. It’s for those floppy things people put in front of their businesses.

Line 71 DPW Permits: “Road Opening Pavement Cuts” This has not been used since I have been here. I would think this would be handled through the ROW Permit Process and bonding requirements? I think this could be removed. Done.


Line 50-51 Mill Point Concession. Just a thought but it does not seem enough for a whole day rental. Does this allow for a commercial business to rent business to rent by the day? I don’t think we’ve ever had anybody rent it. I think SLHF uses it on Thursdays and that’s about it. Feels more like a storage area to me.

Line 21 Kayak Rental: Do you really need this if rentals are by others. I am sure you have already
thought that out. I believe the DDA had to approve the rental fees last year as we get a portion of those.

Tangle Foot Pavilion Rental: I am concerned about the off season use of the building and fees. I know you need something. I also think we should discuss holiday use and fees. Does Pavilion Rental also include lawn use for weddings. Can you rent the lawn /splash pad for parties? (birthdays)? What if somebody only wants only the lawn for a wedding? Let’s put this back in front of the DDA for their consideration.

Just thoughts?

wd
Background:
In early May, volunteers attempted clean up the beds on the corners of Jackson & Exchange. It became apparent very quickly that the beds had grown out of control after years of neglect during COVID and volunteer change over. They need professional help to get back to where they need to be before we can have volunteers help take them over.

After discussing the matter with the DDA board, they instructed staff to reach out to The City Farmer for a quote. Stefanie reached out for a quote and City Farmer said they were busy but would get a quote.

Issues & Questions Specified: Would the DDA like to move forward with additional landscape services as presented by City Farmer?

Alternatives: Do nothing. Get alternative quotes.

Financial Impact: TBD

Recommendation: NA

Attachments: Quote will be emailed tomorrow/ahead of the meeting.
DDA WORK SESSION AGENDA REPORT

TO: Chairman Heins & DDA Board Members
FROM: Stefanie Herder, DDA Director
DATE: June 22nd, 2023
RE: Shoreline Visitors Guide 2023

Background: The DDA has participated in advertising in the Shoreline Visitors Guide for the last couple years. They public two guides in our area – Summer & Fall/Winter. They print over 120,000 guides which are distributed up and down the Lake Michigan Shoreline.

Last summer and this fall & winter, we participated in their community partner program. For $1,300, Spring Lake gets at least a two page spread/editorial in the guide. Then they reach out to local businesses to sell ads. The more ads that are sold, the bigger our section grows. For example, this last summer Spring Lake had an 8 page spread in the guide.

Because of supplier issues, the Shoreline Visitors guide is starting their efforts extra early this year.

Issues & Questions Specified: Would the board like to see the DDA participate again in this program with Shoreline Visitors Guide?

Alternatives: Do nothing.

Financial Impact: $1,300

Recommendation: Move forward with the partnership and place this item on the consent agenda for 07/13/23 meeting.

Attachments: Shoreline Visitors Guide Email from Rhonda Cobb
Hi Stephanie. Hope you are having a great summer! It’s been amazing so far.

We are already busy working on our Fall and Holiday edition of Shoreline Visitors Guide. We enjoy working with you and local businesses to promote the Village of Spring Lake to our hundreds of thousands of readers.

The Village has been participating as a partner in our Fall and Holiday edition. I’m reaching out to talk about renewing for the upcoming edition. Here is an overview of the Partnership, just like it was for 2022. Can you let me know the process for renewing this agreement? Thanks!!

**Partnership Outline  Fall and Holiday edition of Shoreline Visitors Guide Magazine**

The client (Village of Spring Lake) provides “seed money” to kickstart a section for the community.
Cobb Communications will secure advertising, photos, and stories to create a section in the Fall and Holiday edition.

The Client will receive:

- A full page intro with a story and photos for the Village
- Mention on the list of participating communities on the cover
- Mention on the Contents Page, and directions page
- Editorial Coverage
- Local events listings merged into the calendar of events
- Additional coverage in stories and photos to fill the section, guided by DDA talking points
- Reference to DDA contact for readers to seek additional information
- Direct link to DDA Facebook page or website for the Village

**Cost is $1300 for the marketing organization.** (Normally a full page is $3750).

Client will help introduce Cobb Communications to the business community with a letter, email and other means. Purpose is to inform businesses of the partnership so they may consider participating or ask for additional information.

Cobb Communications will contact potential advertising, assign writers, and gather photos. We will work directly with the DDA to develop features and highlights for the community.

Rhonda Cobb, President
Cobb Communications, Inc.
200 N. State St.
Zeeland, MI 49426
Background: For over the last year, the DDA has partnered with WGHN on a weekly radio segment on Fridays at 3:30pm. It has gone very well and the radio station even sends the audio file of the interviews so that staff may upload it to Spotify for future listens.

The annual agreement is coming up – It’s $50 per week for 52 weeks for total of $2,600, billed monthly. The agreement would start July 7th, 2023 and would go through July 5th, 2024.

Issues & Questions Specified: Would the DDA like to continue this partnership with WGHN?

Alternatives: Not renewing.

Financial Impact: $1,300

Recommendation: Move forward with the partnership and place this item on the consent agenda for 07/13/23 meeting.

Attachments: Shoreline Visitors Guide Email from Rhonda Cobb
1 South Harbor Dr., Grand Haven, MI, 49417  
(616) 842-8110 work - (616) 842-4350 fax

Date: 06/08/2023  
Type of Order: Annual

Advertiser: Village of Spring Lake  
Phone/Contact: Stefanie Herder DDA Director  
Salesperson: John R  
Product: Annual agreement

Annc/ Pgm/ Length: *60_______ *30_________ *5_________  ***5-10 minutes

Start: July 7th, 2023  
End: July 5th, 2024

-5 to 10 minute live segment on Friday afternoons @3:30p with John Roberts

Total cost to client: $50.00 per week for 52 weeks for a total of $2600.00, billed monthly

Conditions of Contract:
1. WGHN Inc. agrees to broadcast the announcements and programs covered by the contract on the dates and the approximate times shown above.
2. The Advertiser agrees that payment shall be made on or before the 15th of each month following the month in which the broadcasts occurred. A service charge of 18% will be applied to past due invoices.
3. A commission of 15% will be allowed to recognized agencies.
4. Commercial announcements may be cancelled by the Advertiser or the Station upon 14 days written notice.
5. The Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program deemed to be of public interest or significance. In the event alternative broadcast times cannot be agreed to, there will be no charge made for announcements or programs cancelled.

Advertiser/ Agency

Date:
TO: Village President Mark Powers & Council Members
FROM: Stefanie Herder, DDA Director
DATE: June 7, 2023
RE: Department Report

Wayfinding Project

After much discussion amongst the board, the board will be voting to approve the low bid from Universal Signs at their May 11th board meeting. They would like to focus on the main gateway signs, North Bank Park sign, Tanglefoot Sign, and a couple others for the first part of the multi-year project. Staff is working on a contract and Universal Signs has started work on shop drawings.

Village Flower Planters & More

City Farmer has been selected to plant and manage the Village’s planters, tree surrounds, clocktower, and around the sign outside of Plantenga’s. They finished up the planters the week after Memorial Day. The DDA has interest in having City Farmer possibly taking care of the corners of Jackson & Exchange. With COVID and volunteer overturn, that area is out of control and can block vision of drivers. We had Laker Leaders clean out the plant beds on Saturday, May 6th and it was quite the undertaking. We’re awaiting some numbers from City Farmer to review at an upcoming meeting.

Spring Lake Social Chat

Spring Lake Social Chat is a weekly segment on 92.1FM WGHN. I chat with WGHN afternoon host, John Roberts, about the latest happenings and upcoming events in Spring Lake. You can listen to Spring Lake Social Chat every Friday at 3:30pm by tuning in to 92.1FM WGHN or by streaming it on wghn.com. John also sends me the audio files so that I can add them to Spotify so that anyone can listen to the interviews anytime: https://open.spotify.com/show/2UgwPBB4tT8ApXQMantZ7P?si=0f01f66798424afe

Parking Issues

The DDA commissioned a parking study in 2020. The results from that study came back with the conclusion that the Village doesn’t have a parking problem. We have a time of day problem – specifically with the public parking lot that is shared by Dollar General, Well Adjusted, Core Computers, German & German, French Academy, and more. Parking between the hours of 9am - 5pm is difficult in this lot based on the hours of operation of the businesses that utilize this lot for employees, students, and clients. Over the last year, staff have received many complaints from business owners who use this lot. Staff has sent out parking reminders and
has talked to the businesses whose employees use the lot. Staff has encouraged them to remind their staff and students to keep the premium spots open for their customers and their neighbor’s customers - with little success. Business owners in this block have suggested looking into 1-3 hour parking limits for some of the spots in the lot. While we don’t have parking enforcement, a case can be made for the effectiveness of limited time parking signs by looking at the lot behind Stan’s Bar. There is a 15 minute parking sign behind Fields and Stan’s that is fairly effective. Again, we can’t enforce it but people seem to follow the posted sign very well. At a recent DDA board meeting, staff was given the go-ahead to try a parking pilot program with the purchase of some signage. Staff talked to the businesses that experience the most challenges with parking for their customers and asked for feedback. The signs have been made and DPW is working on installing this week. We will promote and monitor the new one hour parking and have the DDA board review it in the fall.

Spring Lake Sparkle

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 GFI’s 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. The DDA board agreed that a formal partnership agreement is the direction they want to go in and staff will work with Lilley Cares on the final agreement. Village’s legal counsel has created a draft agreement and the DDA will be reviewing it at their June meeting.

Barber School

On May 16, 2022 Village Council appointed a focus group to review the future needs of Barber School. They completed their findings and have submitted those findings for review. I have shared the recommendations with the DDA Board and they are waiting for more info on costs, etc for our budget.
Kayak Kiosks

Last year, the DDA entered into a 3 year agreement with Rent.Fun for a kayak rental kiosk at Tanglefoot Park for 2023, 2024, 2025. As of May 1st, the Kayak Kiosk is fully operational and ready for rentals. Stefanie wrote a press release and sent it to the DDA’s media contacts. On Saturday, May 6th Stefanie had an interview with WZZM about the new kiosks and it aired over the weekend. Staff has created a how-to video which was shared widely on social media. Feedback on the kiosk has been positive and no real issues have occurred at this time.

RRC - Certified Status

Now that we are an RRC essential community, we are working towards a short list of items to get us approved for full certified status. The township is going through the process too so Elizabeth Butler from the Chamber is working with us both since it will kill two birds with one stone. Elizabeth and Stefanie met on Thursday, April 13th and went over the to-do list of items required for certified status. There is no timeline for this project so we have time to get everything done in bites. Stefanie has received some information on the to-do list from Cassie and has forwarded it on to Elizabeth.

Grant Opportunities

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 22th – 26th. Online voting is from May 30th – June 11th. Winners will be contacted late June.

As of this department report, we were not selected to move forward with either of the grants.

SLHS Work Based Learning Program

Earlier this year, Jennifer Boodt, a teacher at Spring Lake High School presented to the Spring Lake Rotary Club about the school bringing back more work-based learning opportunities. Currently, the Careerline Tech Center has a waiting list of over 1,000 students and the local schools are trying to address this issue by creating a new job shadow program. They are
partnering with local businesses and organizations to provide job shadowing opportunities. Stefanie reached out to the school and was matched up with Emme who is a junior at SLHS. Emme is interested in photography and social media. Stefanie has been having Emme help take photos of the Art in the Park murals and more. She will be helping with the creation of an Artwalk brochure and map, putting that information on the website, and more. Emme comes once or twice a week for about an hour and a half. She completed her job shadow with the DDA and we celebrated by having her do a social media takeover about all of her favorite spots in the Village. It was very well received and staff is looking at hosting more takeovers in the future.

**Memorial Day Parade**

The Memorial Day Parade has had another successful year thanks to volunteers Angela Stafford-Butler and Lesley VanLeewuen-Vega! The Grand Haven Tribune did awesome coverage of the event including many photos we can use for future parades.

**Visitspringlakemi.com Website**

I continue to update the website content and design as I have time. I recently built out a proper page for the Social District with the participating locations, map, and more. You can view it here: [https://visitspringlakemi.com/socialdistrict/](https://visitspringlakemi.com/socialdistrict/)

**Michigan Downtowns Association**

Stefanie attended the MDA Summer Workshop on June 1st & 2nd in Alpena. The theme of the workshop was “Having it all - Creating and Maintaining a Well-Rounded, Strong Michigan Downtown.” Sessions included leveraging incentives, creating a healthy business mix, planning for streetscape projects, public art, business incubators, and building relationships with stakeholders. It is so valuable to see and talk to other small downtown managers and share ideas, best practices, and even horror stories. One of the sessions at the workshop was a credit for the Michigan Professional Downtown Management Program.