

**CITY OF GRAND HAVEN
GRAND HAVEN, MICHIGAN
REGULAR CITY COUNCIL MEETING
MONDAY, JANUARY 19, 2021
(Electronic Remote Meeting)**

The Regular Meeting of the Grand Haven City Council was called to order at 7:30 p.m. by Mayor Bob Monetza. This meeting was held remotely due to the COVID-19 emergency.

Present: Council Members Mike Dora (Grand Haven), Ryan Cummins (Orange Beach, Alabama), Dennis Scott (Grand Haven), Mike Fritz (Grand Haven), and Mayor Bob Monetza (Grand Haven).

Absent: None.

Others Present: City Manager Patrick McGinnis, City Clerk Linda L. Browand, Assistant to the City Manager Ashley Latsch, Water Filtration Plant Manager Joe VanderStel, Main Street Executive Director Jeremy Swiftney, Public Works Director Derek Gajdos, Human Resources Manager Zac VanOsdol, and Public Safety Director Jeff Hawke.

MOMENT OF SILENCE/PLEDGE OF ALLEGIANCE

A moment of silence was led by Mayor Monetza and followed by the Pledge of Allegiance.

APPOINTMENTS/REAPPOINTMENTS

21-012 Moved by Council Member **Fritz**, seconded by Council Member **Dora**, to reappoint Richard Buitenhuis, David Hudson, and David Layman to the Construction Board of Appeals with terms expiring December 31, 2022 and appoint Paul Brooks to the Board of Review with a term expiring June 30, 2023, and William Hohmeyer to the Construction Board of Appeals with a term expiring December 31, 2022. This motion carried unanimously.

PRESENTATION

Retirement Resolution of Appreciation to Joe VanderStel

Water Filtration Plant Manager Joe VanderStel was honored for his 35 years with the City. (Attachment A)

Council congratulated Mr. VanderStel and thanked him for his time and service with the City.

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Welcome, Boy Scout Troop #246

Council Welcomed Boy Scout Troop #246, led by Mike VerDuin, whose members were working on a community merit badge.

APPROVAL OF CONSENT AND REGULAR AGENDAS

21-013 Moved by Council Member **Dora**, seconded by Council Member **Cummins**, to approve the consent and regular agendas, as presented. This motion carried unanimously.

CALL TO AUDIENCE

Mayor Monetza made a call to the audience, allowing audience members to address Council on any issue.

A call was received from Josh Brugger, Ottawa County Brownfield/EDC Authority, in which he reported a large grant was received for developers and municipalities to invest in brownfield sites in Ottawa County. He hoped to see some of the money used for economic development and job creation in Grand Haven.

CONSENT AGENDA

21-014 Moved by Council Member **Fritz**, seconded by Council Member **Dora**, to approve Council electronic remote meeting minutes of the Special Work Session and Regular Meeting of January 4, 2021. This motion carried unanimously.

21-015 Moved by Council Member **Fritz**, seconded by Council Member **Dora**, to approve the bills memo in the amount of \$645,702.98. This motion carried unanimously. (Attachment B)

21-016 Moved by Council Member **Fritz**, seconded by Council Member **Dora**, to approve the MERS Joint Transfer Agreement to transfer Board of Light and Power defined benefit divisions, including assets and liabilities, to the Board of Light and Power's MERS plan; remain a cosignatory on the plans; and authorize the Mayor and City Clerk to execute the necessary documents. This motion carried unanimously.

PUBLIC HEARING

The Mayor opened the public hearing at 8:01 p.m. concerning Special Assessment Roll #604 in a total amount of \$479,545.30 to support the Grand Haven Main Street Principal Shopping District.

City Manager McGinnis noted that the formal resolution would be reworded to allow for properties that are reclassified as residential only to be removed from the assessment roll.

Comment received on Facebook:

- John Steinbach, property owner, commented that he still felt the timing was not right to hit businesses with more taxes and was worried how many businesses would survive as it was.

Ms. Sharon Behm, Borr's Shoes, stated that now, more than ever, was the time when more money was needed to market businesses in the DDA district.

Mr. Mike VerDuin, VerDuin's, Inc., said it was a bit of a shock at first to see the assessment increase but agreed that more marketing dollars were needed.

Ms. Joyce Workman, Vintage Green, noted that by pooling resources together, the DDA businesses could be in a better position to be ready to move when the pandemic was over.

DDA Chair Todd Anthes said that this time was more relevant than ever to continue to get the message out to others about the businesses in Grand Haven.

The Mayor closed the public hearing at 8:16 p.m.

21-017 Moved by Council Member **Dora**, seconded by Council Member **Scott**, to confirm Special Assessment Roll #604 in a total amount of \$479,545.30 to support the Grand Haven Main Street Principal Shopping District and to bill for the proposed improvements in five equal annual installments from July 1, 2021 through July 1, 2025 with no interest charged (Resolution #5). This motion carried unanimously. (Attachment C)

Council felt this special assessment was a good example of making things stronger by being together. These dollars were needed to make the DDA businesses competitive.

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NEW BUSINESS

21-018 Moved by Council Member **Fritz**, seconded by Council Member **Cummins**, to approve an introductory resolution approving a 10-year lease renewal with Snug Harbor, 311 S. Harbor Drive, extending January 1, 2021 – December 31, 2030, and authorize the Mayor and City Clerk to execute the necessary documents. This motion carried unanimously.

Assistant to the City Manager Latsch reviewed the proposed lease renewal information as presented in the agenda packet. Rent was on the lower end due to significant improvements made by the tenant. The tenant was agreeable to the terms.

City Manager McGinnis noted that a 10-year lease was unique for the City, but this one was worth extending because Snug Harbor was such a good tenant.

21-019 Moved by Council Member **Fritz**, seconded by Council Member **Dora**, to approve an agreement with Ottawa County, City of Holland, City of Zeeland, and Grand Valley State University regarding law enforcement mutual aid within Ottawa County and authorize the Mayor and City Clerk to execute the necessary documents. This motion carried unanimously.

Public Safety Director Hawke reviewed the information presented in the agenda packet. The City currently had an existing Mutual Aid Agreement that served the City well and he was not aware of any incident when this document was needed to be accessed.

REPORTS BY CITY COUNCIL

Council Member Fritz stated the riot that happened at the Nation's Capital on January 6 was deplorable. Michigan was now one of the states with lower COVID-19 totals but people needed to continue to wear masks, social distance, and respect others.

Council Member Cummins noted that truth, integrity and the example of how people chose to lead mattered. The violent insurrection at the capital was appalling.

Council Member Scott reported he would be participating in a Walk for Life on Saturday at 10:30 a.m. and asked for others to support this effort. He agreed that the Capital demonstration went too far and there was no excuse for violence. People needed to come together and support each other.

Council Member Dora noted the inauguration of President Biden would be held tomorrow. Everyone needed to be united in one cause, as one nation. He urged people to show respect to each other and move on to hopefully better times ahead.

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Mayor Monetza commented that Martin Luther King day was held the day before. MLK devoted his life, energy, spirit, and integrity to nonviolent change. He sought social justice and wanted to right the wrongs of society, many of which still occur today. His example needs to be kept in mind and things needed to be made better. The violence at the Capital was treasonous. Prayers were needed for peace and calm.

REPORT BY CITY MANAGER

Diesel Plant Development

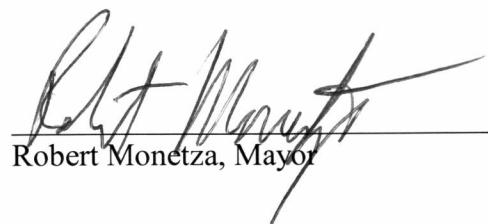
A brochure was included in the latest water bill asking for comments on possible development ideas for the former diesel plant. The comments would be included in a full report by February 15. More information was available on the City's web site.

GENERAL BUSINESS/CALL TO AUDIENCE

Mayor Monetza made a call to the audience, allowing audience members to address Council on any issue. There was no response.

ADJOURNMENT

After hearing no further business, Mayor Monetza adjourned the meeting at 9:07 p.m.



Robert Monetza, Mayor



Linda L. Browand
Linda L. Browand, City Clerk

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Attachment A

**CITY OF GRAND HAVEN
GRAND HAVEN, MICHIGAN**

**RESOLUTION OF APPRECIATION
JOE VANDERSTEL**

WHEREAS, on May 6, 1985, a letter was received at City Hall from 1979 GHHS Graduate Joe VanderStel, which read in part, "Would you please consider me as an applicant for the position of Water Plant Operator;" and,

WHEREAS, on December 8, 2020, over 35 years later, Joe sent another letter to City Hall, alerting Human Resources that his official retirement date would be February 19, 2021; and,

WHEREAS, in between those two dates, Joe VanderStel assisted in the provision of over 65 billion gallons of clean, fresh Lake Michigan drinking water to the residents of the Tri-Cities, married Jill and had two wonderful children, Brendon and Alyssa; and,

WHEREAS, Joe received his formal training at Lake Superior State University and Grand Valley State University; and,

WHEREAS, Joe holds the highest certifications offered to water treatment operators and distributors in the State of Michigan (F-1 and S-1); and,

WHEREAS, he is among the greatest this profession will ever see, having served on the Board of the Michigan Section of the American Water Works Association from 2016 – 2019, earned the Best Tasting Drinking Water award at the Kalamazoo Regional Meetings in 2015, 2017 and 2018, the Edward Dunbar Rich Service Award in 2011, the Silver Drop Award in 2016 and the Raymond J Faust Award in 2020; and,

WHEREAS, in addition to his duties at the water plant, Joe has been a valuable member of the City senior management team, assisting other departments in countless ways and serving as staff liaison to the Musical Fountain and the Environment and Natural Resources Committees for decades and presenting water quality curriculum to thousands of school children over the years; and,

WHEREAS, in the spirit of community enrichment, he never rests and has been an active camper, dart, beach volleyball, harmonica and ukulele player, patron and member at the American Legion, youth sports coach, Boy Scout Leader, United Way donor and volunteer for Science Olympiad, North Ottawa Recreation Authority, Grand Haven Eagles Club and the Alzheimer's Association.

NOW, THEREFORE BE IT RESOLVED, that the City of Grand Haven formally recognizes the lifelong commitment of Joe VanderStel to the good health of the people of Grand Haven and does further declare that all people drinking from the fountains of the City shall henceforth be encouraged to proclaim, "Wow, that's some great tasting water!" in recognition of Joe's tremendous commitment and passion for great drinking water.



Mayor Robert Monetza

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Attachment B

To: Patrick McGinnis, City Manager
From: Amy Bessinger, Finance Director
CM Date: 01.19.2021

RE: Bills From Payables Warrant

FUND NUMBER	FUND NAME	ACH		CREDIT CARD		TAX		VOIDS	TOTALS
		January 13, 2021 WARRANT	January 13, 2021 WARRANT	January 12, 2021 WARRANT	January 11, 2021 WARRANT	01.06.21 WARRANT			
101	General Fund	\$10,578.44	\$30,290.11	\$5,960.15	\$0.00	\$72,332.03	\$0.00	\$119,160.73	
202	Major Street Fund	\$0.00	\$281.28	\$0.00	\$0.00	\$881.84	\$0.00	\$1,163.12	
203	Local Street Fund	\$0.00	\$281.28	\$0.00	\$0.00	\$258.29	\$0.00	\$539.57	
225	Land Acquisition Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
236	Main St Dist Dev	\$0.00	\$0.00	\$25.71	\$0.00	\$0.00	\$0.00	\$25.71	
251	Econ. Dev. Corp. Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
252	Brownfield Redevelopment Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
253	Brid LSRRF TIF	\$0.00	\$0.00	\$0.00	\$0.00	\$1,989.00	\$0.00	\$1,989.00	
254	Downtown TIF	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
255	GLTIF Spec Rev Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
256	UTGO Inf Spec Rev Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
257	LTGO Bond Rev Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
258	2015 UTGO Bond Rev	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
275	Housing Fund	\$0.00	\$0.00	\$15.89	\$0.00	\$73.88	\$0.00	\$89.77	
276	LightHouse Maintenance Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
310	Assessment Bond Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
351	Operating Debt Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
352	Brownfield TIF Debt	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
353	Downtown TIF Debt	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
355	GLTIF Debt Serv Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
356	UTGO Inf Debt Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
357	LTGO Debt	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
358	2015 UTGO Bond Debt Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
369	Building Auth Debt Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
401	Public Improvements Fund	\$0.00	\$1,500.00	\$384.00	\$0.00	\$17,480.44	\$0.00	\$19,364.44	
402	Fire Truck Replacement Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
403	Brownfield TIF Const	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
404	Downtown TIF Const.	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
455	G/L TIF Construction Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
456	UTGO Inf Construction Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
457	LTGO Bond Construction Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
458	2015 UTGO Bond Inf Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
469	Building Auth. Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
508	North Ottawa Rec Authority	\$0.00	\$0.00	\$15.89	\$0.00	\$0.00	\$0.00	\$15.89	
581	Airpark Fund	\$4.11	\$0.00	\$0.00	\$0.00	\$819.35	\$0.00	\$823.46	
582	Chinook Pier Rental Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
590	City Sewer Fund	\$894.00	\$251.00	\$0.00	\$0.00	\$2,898.90	\$0.00	\$4,043.90	
591	City Water Fund	\$395.44	\$7,653.69	\$175.00	\$0.00	\$11,311.17	\$0.00	\$19,535.30	
594	City Marina Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$3,250.27	\$0.00	\$3,250.27	
661	Motorpool Fund	\$410.89	\$20,566.37	\$167.98	\$0.00	\$3,635.05	\$0.00	\$24,680.29	
677	Self Insurance Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
679	Health Benefit Fund	\$114.75	\$0.00	\$0.00	\$0.00	\$176.80	\$0.00	\$291.55	
701	Trust & Agency Fund	\$0.00	\$0.00	\$144.00	\$0.00	\$0.00	\$0.00	\$144.00	
703	Tax Collection Fund	\$0.00	\$0.00	\$0.00	\$271,724.48	\$3,237.58	\$0.00	\$274,982.06	
711	Cemetery Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
678	Retirement Health Fund	\$0.00	\$40,803.92	\$0.00	\$0.00	\$0.00	\$0.00	\$40,803.92	
750	Payroll Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
800	Sewer Authority Operations	\$2,293.33	\$82,203.18	\$0.00	\$0.00	\$22,018.01	\$0.00	\$106,514.52	
800	Sewer Authority SL Force Mn	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
800	Sewer Authority Plant Mod	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
800	GH/SL SA-2013 Debt	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
800	GH/SL SA-SLPS/Force Main Debt	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
800	GH/SL SA-Local Lift Station Debt	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
800	GH/SL SA-2018 Plant Debt	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
810	NOWS Operating	\$1,280.00	\$3,604.46	\$110.05	\$0.00	\$23,426.86	\$0.00	\$28,321.37	
810	NOWS Plant Debt	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
810	NOWS Replacement	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	

\$15,970.96 \$187,335.29 \$6,998.67 \$271,724.48 \$163,689.47 \$0.00 \$645,702.98

Tonight, City Council will be approving, subject to audit, bills for this period, totaling as follows:

\$645,702.98 Total Approved Bills

\$316,057.53 Minus eligible bills for release without prior approval: including Utility,

\$329,645.45 Retirement, Insurance, Health Benefit, and Tax Collection Funds

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Attachment C

SPECIAL ASSESSMENT RESOLUTION NO. 5
SPECIAL ASSESSMENT DISTRICT NO. 604
Principal Shopping District

City of Grand Haven
County of Ottawa, State of Michigan

Minutes of a regular meeting of the City Council of the City of Grand Haven, County of Ottawa, State of Michigan, held in the City Hall in said City on January 19, 2021, at 7:30 p.m.

PRESENT: Council Members Dora, Cummins, Scott, Fritz, and Monetza

ABSENT: Council Members NONE

The following preamble and resolution were offered by Council Member Dora, and seconded by Council Member Scott:

WHEREAS, the City Council of the City of Grand Haven, County of Ottawa, State of Michigan, after due and legal notice, has reviewed a special assessment roll prepared for the purpose of defraying a part of the cost of certain improvements as described in **Exhibit A** attached hereto and made a part hereof; and

WHEREAS, the City Council deems said special assessment roll to be fair and equitable as reported to it by the City Manager in accordance with the benefits derived from such special assessment district;

NOW, THEREFORE BE IT RESOLVED THAT:

1. Said special assessment roll shall be designated “Special Assessment Roll No. 604,” and the district against which it is spread shall be designated “Special Assessment District No. 604.”

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2. Said Special Assessment Roll No. 604, in the amount of \$479,545.30, as prepared and reported to the City Council by the City Clerk, is in proportion to the benefits derived, or to be derived, and the special assessment is proper and should be approved and confirmed.

3. Said special assessment roll shall be divided into five equal annual installments, the first installment to be due on July 1, 2021, and the following installments to be due on July 1 of each and every year thereafter.

4. The assessments made in said special assessment roll are hereby ordered and directed to be collected, and the City Clerk shall deliver said special assessment roll to the City Treasurer, with the City Clerk's warrant attached, commanding the Treasurer to collect the assessments therein in accordance with the directions of the City Council with respect thereto, and the Treasurer is directed to collect the amounts assessed as the same become due.

5. The City Treasurer is hereby authorized and directed to notify by First Class Mail, each property owner on said special assessment roll according to the records of the Assessor, on the assessment roll of the City last reviewed by the Board of Review, that said special assessment roll has been filed with him and stating the amount assessed to the property owner and the manner in which said assessment may be paid.

6. Any parcel that is reclassified from Commercial to Residential by the City Assessor during the five-year term of the proposed assessment period shall be removed from future annual assessment rolls and be exempt from the amounts due for each parcel so reclassified. Should parcel revert to Commercial Classification according to the Assessor, it shall be added to the assessment roll for year(s) during which it was so classified.

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7. All resolutions and parts of resolutions insofar as they conflict with the provisions of this resolution be and the same hereby are rescinded.

AYES: Council Members Dora, Cummins, Scott, Fritz, and Monetza

NAYS: Council Members NONE

RESOLUTION DECLARED ADOPTED.


Linda L. Browand, City Clerk

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CERTIFICATE

I hereby certify that the foregoing is a true and complete copy of a resolution adopted by the City Council of the City of Grand Haven, County of Ottawa, Michigan, at a regular meeting held on January 19, 2021, and that said meeting was conducted and public notice of said meeting was given pursuant to and in full compliance with the Open Meetings Act 267, Public Acts of Michigan, 1976, and that the minutes of said meeting were kept and will be available as required by said Act.



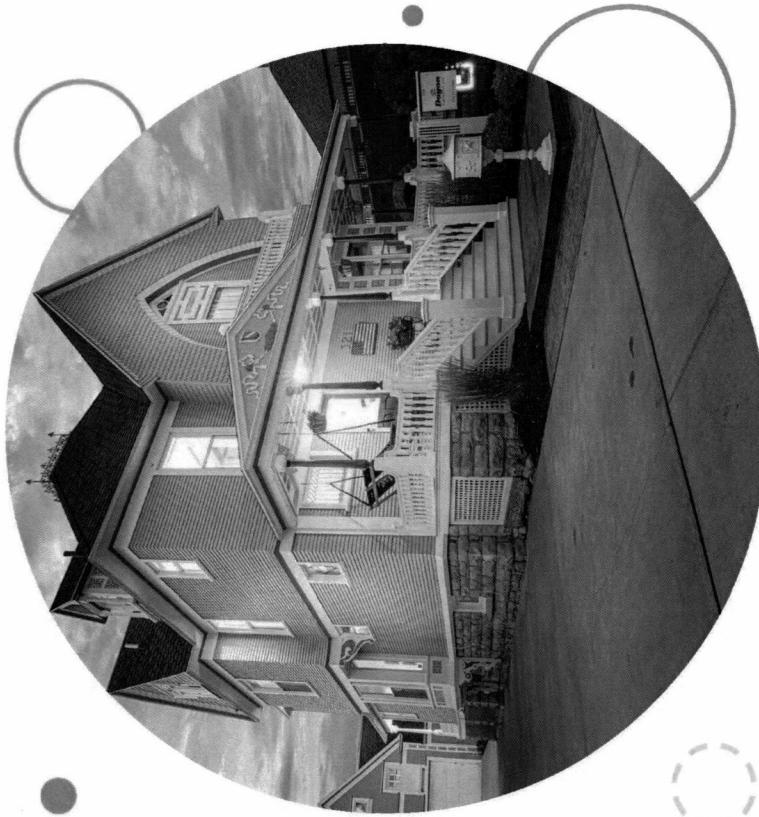
Linda L. Browand, City Clerk

GRAND HAVEN MAIN STREET
PRINCIPAL SHOPPING DISTRICT



PSD Assessment Renewal

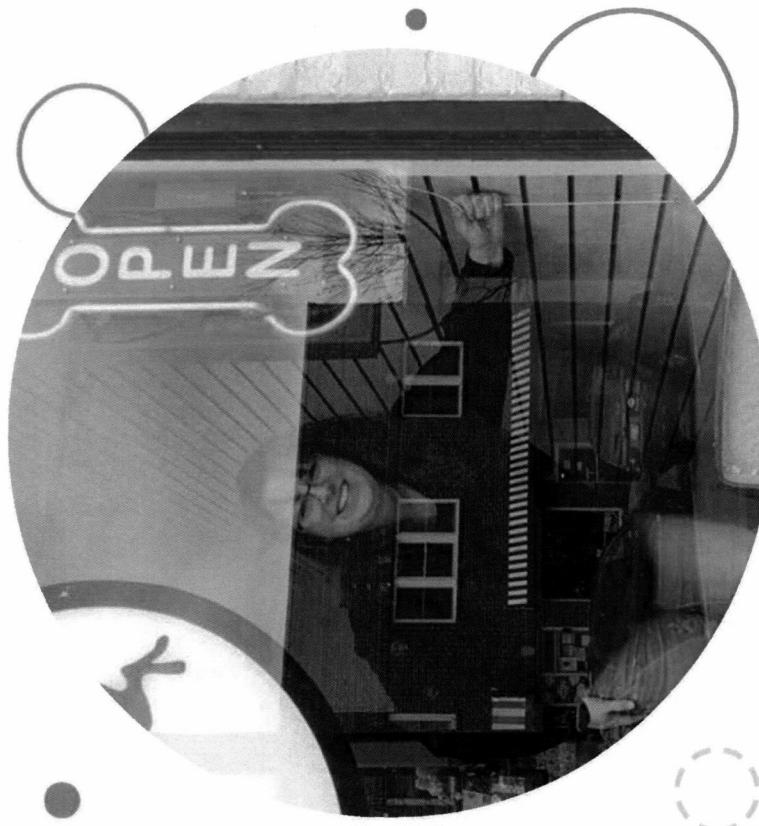




**SARA & KYLE DOYON –
OWNER/DEVELOPER,
DOYON PROPERTIES**



"My husband and I have lived in Grand Haven for a combined total of 20 years. After relocating from downtown Chicago, my initial impression was "Wow, everyone is so nice here!" . Grand Haven offers a refreshing change of pace and unparalleled waterfront lifestyle. The vibrant, pedestrian friendly, downtown district maintains small town charm while providing access to locally owned restaurants, shops, galleries, and local festivals. These amenities, combined with a first-class school system, make Grand Haven the perfect Lakeshore community."



**TONYA CHRISTIANSEN –
OWNER, MUST LOVE DOGS**



"I opened my shop in downtown Grand Haven because I was born and raised in Grand Haven and it's my home. I spent many afternoons as a teen shopping downtown stores. So, when I closed my eyes and imagined the perfect place for my shop, it was downtown Grand Haven. When I had the opportunity to move to a new location, I couldn't imagine being anywhere else. This is my home. This is my community. The downtown is active and vibrant. It's beautiful and welcoming. It's quaint and full of character. Grand Haven has been very generous and supportive of my business and I will always be grateful."

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CHRIS MICHNER –
OWNER, ODD SIDE ALES

• • • •

“While every event does not bring people in our door, many do, and those that don’t; help my neighbors, which helps my business indirectly. I support the continuance of the Principal Shopping District assessment.”

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GRAND HAVEN MAIN STREET IMPACT REPORT

Escape the everyday, any day with Grand Haven Main Street
 Visit our historic Main Street, where you'll find unique, local shops, art, independent dining, and amazing entertainment any time of the year!

GRAND HAVEN MAIN STREET ODA: 988-341-8111 | gomm.org



State of DOWNTOWN
 66 Businesses
 25 Birds
 167 Acres
 382 Feet
 1,031 Public parking spaces
 152 Rent from storefronts
 256 Residential units
 25 Restaurants
 272 Retail stores
 3% Storefront vacancy rate
 3% property value increase
 3% population increase
 3% retail sales increase

2020 EDITION
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TRANSFORMING GRAND HAVEN'S DOWNTOWN



Old Style Auto Company has transformed the exterior of its building to look like it's from the 1920s. The project was funded by the Grand Haven Main Street Improvement District and the Grand Haven Main Street ODA.

Each year Grand Haven Main Street's Community Foundation funds and selects for grants to our most outstanding non-profits. This year, we are awarding grants to the following organizations: Grand Haven Main Street, Grand Haven Main Street Improvement District, Grand Haven Main Street ODA, and Grand Haven Main Street Improvement District.

Main Street is Helping Businesses Thrive

Grand Haven Main Street is a full-service destination for shopping, dining, and entertainment.

- Promotional events
- Downtown payment system
- Business networking events and guides
- Downtown promotional system

REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT \$10,000

Program to Date: \$35,433,560

IMPACT

2 Businesses
 4 Businesses
 4 Businesses
 4 Businesses

Main Street is Helping Businesses Thrive

The year's Grand Haven Main Street's Community Foundation funds and selects for grants to our most outstanding non-profits. This year, we are awarding grants to the following organizations: Grand Haven Main Street, Grand Haven Main Street Improvement District, Grand Haven Main Street ODA, and Grand Haven Main Street Improvement District.

Main Street is a full-service destination for shopping, dining, and entertainment.

- Promotional events
- Downtown payment system
- Business networking events and guides
- Downtown promotional system

Downtown Drive Time Markets

Population	3 Miles/Drive	5 Miles/Drive	10 Miles/Drive
Households	63,941	29,055	11,530
Median Household Income	\$70,576	\$72,273	\$52,201

In-demand Businesses

Business Type	Number of Businesses	Business Type	Number of Businesses
Food & Drink	11103	Food & Drink	201
Residential	5,162	Residential	10
Businesses	751,359	Businesses	10
Businesses	42 years	Businesses	10
Businesses	5,799	Businesses	10

Source: Bureau of Economic Analysis, U.S. Census Bureau, and Grand Haven Main Street and Businesses

GRAND HAVEN MAIN STREET IMPACT REPORT



GRAND HAVEN'S PSD & MAIN STREET
PAST/CURRENT VALUE FROM MEMBERSHIP AND ASSESSMENT

EVENTS

ArtWalk

- Wine About Winter
- Sidewalk Sales
- Light Night
- Frozen In Time
- Restaurant week
- Santa in Centertown
- Small Business Passport
- Shop 'Til You Drop
- Craft Beer Crawl
- Shopping Jam

• Small Business Saturday

• Free Concert @ Waterfront

• Main Street Trick-or-treat

ESTIMATED 2019 ATTENDANCE:

29,850



GRAND HAVEN'S PSD & MAIN STREET
PAST/CURRENT VALUE FROM MEMBERSHIP AND ASSESSMENT

PROGRAMMING

- Dynamic district website
- Video tours for Facebook/Website/YouTube
- Social media – Facebook, Twitter, e-newsletter
- Public Art
- Holiday lighting
- Seasonal Landscaping and Beautification
- City Banners
- Media events
- Print materials in tourism outlets
- Business Guides & Directory
- Way-finding signage
- Kiosks and information
- Business Recruitment & Retention
- Tool kit for new & existing businesses
- Market Studies
- Business Tips and Trainings
- Design Guidelines
- Design Assistance & Recommendations for Façade Rehab
- Business Assistance through SBA & MEDC



GRAND HAVEN'S PSD & MAIN STREET
FUTURE VALUE WITH PSD



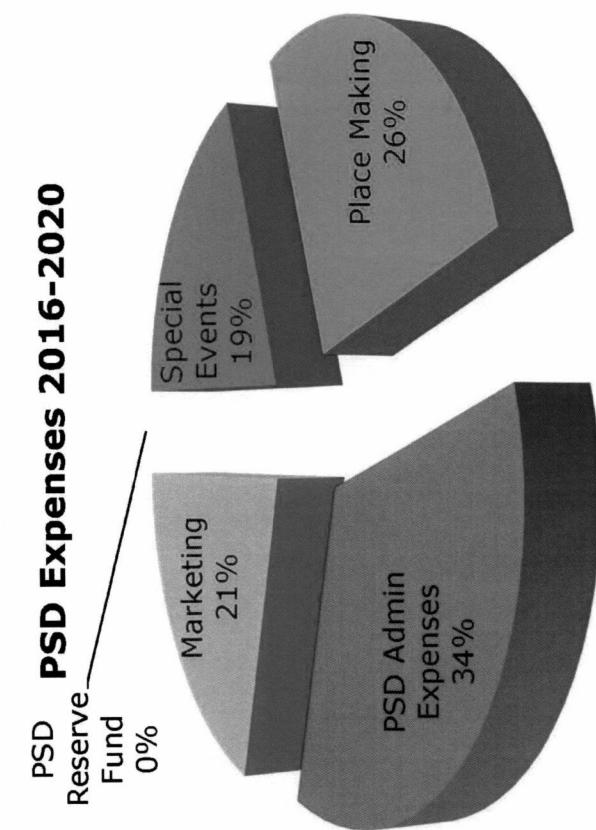
- Special Events
- District App for businesses & directory
- Dynamic district website
- Video tours for Facebook/Website/YouTube
- Social media – Facebook, Twitter, e-newsletter
- Quick Response codes
- Text alerts/specials
- Media events
- Multi-platform Marketing
- Business Assistance through partners
- Banners
- Print materials in tourism outlets
- Holiday lighting
- Way-finding signage
- Kiosks and kiosk information
- Business guides
- Rack cards
- Seasonal landscaping and beautification
- Social media consultant
- Continuation of projects on previous slides



PSD ACTUAL 2016-2021

<u>Expense Year</u>	<u>FY 2016-17</u>	<u>FY 2017-18</u>	<u>FY 2018-19</u>	<u>FY 2019-20</u>	<u>FY 2020-21</u>
Total PSD Budget	\$76,780.33	\$86,072.58	\$87,896.00	\$64,629.27	
Advertising Expenses	\$20,440.91	\$16,381.45	\$15,980.44	\$13,193.11	
Special Events	\$14,495.25	\$15,829.95	\$14,261.44	\$16,136.79	
Landscaping/Banners/Beautification	\$20,612.11	\$23,253.43	\$18,276.19	\$19,653.37	
PSD Admin Expenses	\$21,232.06	\$30,607.75	\$39,377.93	\$15,646.00	

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GRAND HAVEN'S PSD
SPECIAL ASSESSMENT

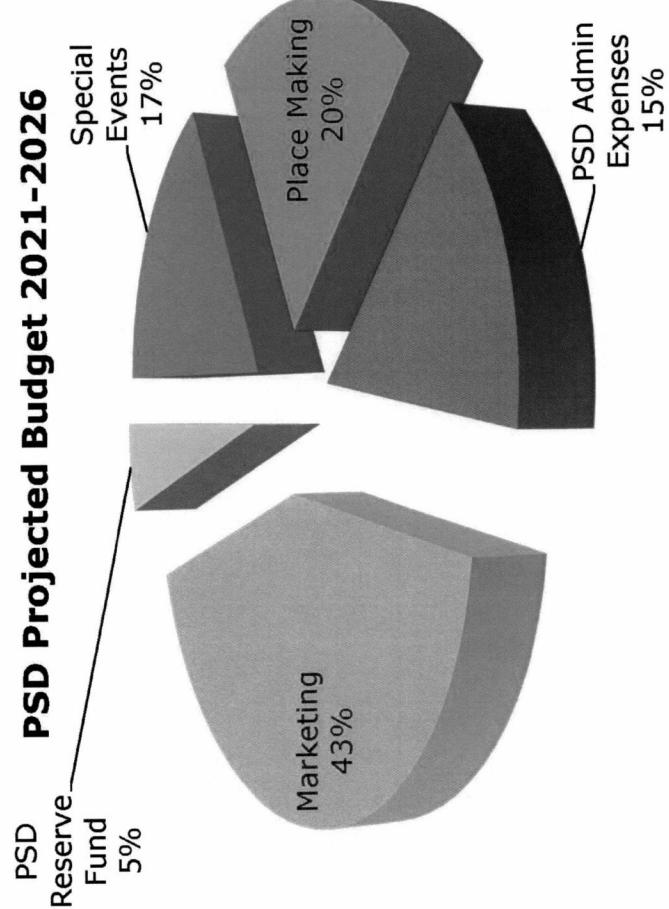


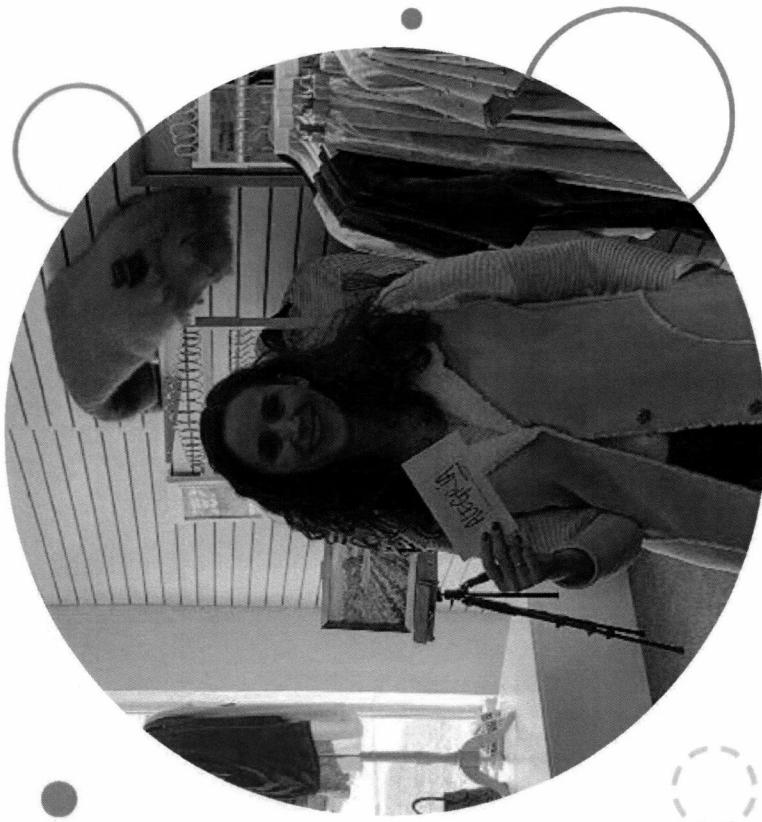
<u>Current Fee Schedule</u>	<u>Square Footage</u>	<u>Revenue</u>	<u>Recommended Fee Schedule</u>	<u>Square Footage</u>	<u>Revenue</u>
Downtown & Waterfront					
Main Floor	\$0.200	253,535	\$50,707.00	Main Floor	\$0.220
Other Floors	\$0.100	176,441	\$17,644.10	Other Floors	\$0.110
Center Town					
Main Floor	\$0.025	165,201	\$4,130.03	Main Floor	\$0.100
Other Floors	\$0.010	35,401	\$354.01	Other Floors	\$0.050
Hilltop & Oldtowne					
Main Floor	\$0.025	115,614	\$2,890.35	Main Floor	\$0.040
Other Floors	\$0.010	62,981	\$629.81	Other Floors	\$0.020
Service					
Main Floor	\$0.010	10,811	\$108.11	Main Floor	\$0.030
Other Floors	\$0.010	10,011	\$100.11	Other Floors	\$0.020
Total Current PSD Revenue			Total Estimated PSD Revenue		
\$76,563.52			\$99,885.09		

PSD BUDGET 2021-2026

	<u>Expense</u>	<u>FY 2021-22</u>	<u>FY 2022-23</u>	<u>FY 2023-24</u>	<u>FY 2024-25</u>	<u>FY 2025-26</u>
PSD Revenue		\$99,885.09	\$99,885.09	\$99,885.09	\$99,885.09	\$99,885.09
PSD Reserve Fund		\$5,000.00	\$10,000.00	\$15,000.00	\$20,000.00	\$25,000.00
Total PSD Budget		\$99,885.09	\$99,885.09	\$99,885.09	\$99,885.09	\$99,885.09
Special Events		\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00
Landscaping/Banners/Beautification		\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00
PSD Admin Expenses		\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
Advertising		\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
Special Events - Advertising		\$8,000.00	\$10,500.00	\$10,500.00	\$10,500.00	\$10,500.00
Billboards		\$15,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00
Television		\$2,000.00	\$2,885.09	\$2,885.09	\$2,885.09	\$2,885.09
Radio		\$1,885.09	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
Print		\$10,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
App						
PSD Reserve Fund		\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00

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ROCÍO GOMEZ –
OWNER, ALEGRIA
BOUTIQUE



"I chose to open my boutique in downtown Grand Haven in the Main Street District because during the summer we have a large influx of tourists that come from many different areas, and the rest of the year, we have the best loyal customers. I am so grateful that I have my business in this idyllic town."



TODD HANCOCK –
OWNER, TENDEN

“I get a ton of foot traffic coming in to buy, and that traffic is generated because of a healthy district. I support the efforts of the Main Street DDA!”



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COMMUNITY SUPPORT

What does Grand Haven Main Street mean to our community? During the shutdown earlier in 2020, we had signs placed throughout Downtown and Centertown showing support of our businesses by local community members who were missing their local shops. This small act of kindness was felt throughout Grand Haven Main Street, showing our stakeholders that we were all in this together, and the community needs our business district as much as the businesses need the community!

