



MEETING MINUTES

Board of Directors - Grand Haven Main Street

Thursday, February 12, 2025 - Time 7:30 am

Grand Haven City Hall – Council Chambers

1. Call Meeting to Order and Roll Call

Meeting called to order at 7:30

Role call

Present: Kelly Larson, Melita Ewbank, John Groothuis, Brant Raterink, Joyce Workman, Chris Weavers, Lynn Negen, Todd Anthes, John Steinbach, Dawn Gravelyn, Jack DeMarr, Chandi Pape

Absent: Bob Monetza

2. Review and Approve of the Consent and Regular Agenda

No issues with agenda

Motion: Lynn Negen

Second: John Groothuis

3. Call to Audience/Public Comments

no comments

4. Consent Agenda

My Committee was down, only voted on Treasurer's report

Motion: Joyce Workman

Second: John Steinbach

5. New Business

a. Committee Updates & Budget Requests

Organization – Brian Woline

- completed marketing rfp, how to best use dollars now in discussion phase

- new bylaws for psd, committee asking if this needed?

- complete sponsorship plan, next push focused on fundraising goals and developing narrative to tell to potential donors

- MMS 2026 training this year is fundraising focused and will assist with this

- Needed Help: direction on how to narrow down long list of projects

Board Direction: focus on psd bylaws and fundraising

Promotions – Michelle Dixon (Kelly presented)

- looking to move to leads model and cross committee support

- looking at additional off season events - passport program
- witches night out - new event for 2026
- short term goals: who do we want to be and who does what
- long term goals: better working organization

Marketing Sub-Committee – Chad Kuntz

- 2 meetings in, created diverse committee, working to move RFP forward
- short term: engage professional firm, use physical assets in marketing, work toward a story telling model

Recruitment & Retention – Melisa Miller, see document (presented by Chandi)

current projects:

- center town vision update half complete - currently in survey phase
- business visitation - Jack Demarr leading this to understand questions and needs of retailers and looking to expand this to businesses in addition to retail;
- merchandise - fundraising opportunity at events;
- small business resources - Lynn looking into new training opportunities
- facade grants - long term goal - much interest but they don't exist in state of Michigan anymore
- booms tracker and property inventory - continued updates
- first block - goals for improvement prior to renewal in 2027
- chalet market - retail versus business support

Top priorities: booms tracing, business training

Long term: chalet market, center town

Needed support - volunteers to lead projects

Preservation & Place – Jennifer Smelker

- completed: shift in committee organization, realign with Main Street points for P+P; created 7 roles based on these points
- lead roles report at meeting and 'work' is done at sub committee level
- Goals: continued vibrancy; updating planter bed at harbor with \$5000 grant
- Central park art installation - lead to longer term event activation
- Banners - continued nautical theme for banners, additional sales needed
- Signage and communication and way finding to be lead by Joyce Workman - \$15,000 grant from MEDC to be used for this; bring cohesion with new branding, left over grant money to go toward benches
- Applying for \$100,000 grant with community foundation for full vibrancy project, MEDC has matching grant, we raise 25K, they give 25K for total of \$150,000
- Story telling pathway to connect parking to downtown and center town - need updated parking map on website

Help needed: have the ideas and people to execute, need additional funds; always welcome additional subcommittee members

Discussion around committee meeting schedule proposal from Chandi - move to alternating monthly meeting schedule between full committee and sub-committees

b. New Event – Passport – Michelle Dixon

*district wide event - shop hop passport, collect stamps at varying merchants, enter to win book of DDA gift cards \$50 for businesses to participate - this funds the award; \$2000 budget for marketing
Goal is for 50 merchants, 6 day event - lead to further exploration of district*

Request for \$2000 budget to start, this is for printed materials and advertising - promotions has extra budget for this. Looking for approval to launch today

Discussion around the buy-in cost of \$50

Motion by John Groothuis to approve event with \$40 buy-in

Seconded by Joyce Workman

c. Presentation by City Staff regarding potential fee schedule updates to dumpsters

- residential rate to be increased to city wide standard (\$2 increase), commercial/restaurant rate to be based on dumpster lot being used

- discontinue admin billing fee, cleaning and seasonal staff to be split 50/50 with city

- commercial rate will go down for most, restaurants will see the most change as they are the heaviest users

- washington street trash removal not a part of this

d. Match on Main Candidates

executive committee to make recommendation to Board for March meeting vote - need answer on whether ADA entrance work qualifies

Tip Two - outdoor updates

Sung Harbor - patio repairs

Silverfire Gallery & Gifts - ADA accessible on backside, facade improvements

Mirthy - nothing submitted

Lucy's - patio enclosure

Mountford & Ruszkowski Family Dentistry - entrance improvements

e. Board Members - choose committees to serve

members can talk to Chandi/Kelly directly

f. Meeting Calendar

6. Director's Report

Vote on Marketing RFD, not to exceed \$2000

Motion: Joyce Workman

Seconded: John Steinbach

Opposed: Lynn Negen

a. LNA Training

- *Lakeshore non profit alliance*

- *round table training/sessions on fundraising - any member can join with Chandi*

b. Main Street Now Conference

- *April, anyone can attend, Chandi is budgeted to attend; Tulsa Oklahoma*

7. Chair's Report

- *board members need to review proposed budget*

- *last public hearing on PSD renewal is Monday 16th*

8. Call to Audience/Public Comment

Meeting Adjourned - 8:59am