

MEETING MINUTES - MSDDA Meetings - 7:30 PSD, 7:45 Board

Meeting

Date Thursday, March 12, 2026
Started 7:30 AM
Ended 9:00 AM
Location City Hall Council Chambers
519 Washington Ave.
Grand Haven, MI 49417
Purpose Regular scheduled meeting
Chaired by Kelly Larson
Recorder Brant Raterink

Attendance

Present: Todd Anthes, Jack DeMarr, Melita Ewbank, John Groothuis, Kelly Larson, Grand Haven Main Street, Bob Monetza, Lynn Negen, Chandi Pape, Brant Raterink, John Steinbach, Chris Weavers, Joyce Workman

Absent: Dawn Gravelyn

Meeting package

- Board-package-2026-03-12-V1.pdf

Minutes

1. Standing Items

1.1. Review Agenda

Status: Completed

1.2. Approve Minutes of Last Meeting

Resolution #:

Moved: Joyce Workman

seconded: Melita Ewbank

Status: Carried

1.3. Accept Committee Minutes

Please note that minutes published by committees after January 26, may have been lost to the software being down.

Status: Completed

1.4. Approve Treasurer's Report

See attached documents

https://docs.google.com/spreadsheets/d/1Y4_rNTkqFxQzKau3KrurOMkuFyDYTrSY/edit?usp=sharing&oid=102604760192532418637&rtmpof=true&sd=true

No concerns from John; add to approve the budget to next months agenda;

Resolution #:

Moved: Brant Raterink

seconded: Bob Monetza

Status: Carried

2. Old Business

2.1. Board members select Committee or Project of Choice

See attached list of Committees & Projects

no changes

Status: Completed

3. New Business

3.1. Chalk The Walk - Budget Increase to \$2700

Chalk artist David Zinn to come to Chalk the Walk, Lost and Unfounded LLC.

\$1,250/day plus expenses for travel and lodging, totaling \$2700 in combined fees and expenses for a one-day project in Grand Haven.

Promotions Recommends

grant being sound to cover; increase is from \$700 in initial year; Melita is trying to secure in district lodging; promotions under budget so more of a reallocation; event moving to June for better weather

Resolution #:

Moved: Todd Anthes

seconded: Chris Weavers

Status: Carried

3.2. Match on Main Candidates

Applications open March 1 - April 20,2026

Candidates:

Tip Two

Lucy's

Executive Committee Recommends

Chris asked if people can apply again if already aware grant in past because Lucys already received - not noted in application this would be an issue

Resolution #:

Moved: Chris Weavers

seconded: Joyce Workman

Status: Carried

3.3. Art Sculpture Program

See attached Memo

Preservation & Place Recommends

request to approve program and go to parks committee and council; community foundation grant has already been applied for to cover costs; Bob questioned early grant application as counsel has received questions and are unaware of program

Todd asking for over sight at Exe or city level for approval of selected art; Lynn questioned if sculptures would effect any future music in the park efforts

Resolution #:

Moved: Melita Ewbank

seconded: John Steinbach

Status: Carried

3.4. HR Processes

Discussion - HR processes for staff

Policy 12-001 Performance Review Timeline & Compensation Policy attached

first draft received too late to be included for todays meeting; will need to figure out plan for this year - new plan won't take effect until 26/27

Status: Completed

3.5. Brand Merchandise

Approve a budget not to exceed **\$500** for MSDDA branded merchandise samples, including but not limited to t-shirts, hats, stickers, and similar promotional items.

The purpose of this initiative is to establish an alternative and diversified fundraising strategy by:

- Selling branded merchandise at local events where the DDA hosts a tent staffed by board members and/or volunteers, including events such as Art Festival, Fall Festival, Chow Down Centertown, Jeep Fest, and other approved community events.
- Creating a consistent DDA presence at community gatherings while generating supplemental revenue.
- Offering approved merchandise at wholesale pricing to interested local merchants who wish to serve as dedicated DDA merchandise suppliers.

Merchants interested in participating as DDA merchandise suppliers must:

- Submit an annual application.
- Receive approval from the DDA Board.
- Agree to purchase merchandise at established wholesale pricing.

Under this structure:

- Retail partners will retain their standard retail markup.
- The DDA will receive a fixed margin of \$2-\$3 above wholesale cost per item sold.

This \$500 allocation will cover the creation of initial product samples and small-batch inventory sufficient to test product viability, pricing, and demand before expanding the program.

This motion supports revenue diversification, brand visibility, merchant collaboration, and sustainable fundraising efforts for the DDA.

Recruitment & Retention Recommends

Executive Committee Recommends

John questioned funding for actual product and the funding outlay

Resolution #:

Moved: Joyce Workman

seconded: Melita Ewbank

Status: Carried

3.6. 2026 MSDDA Calendar

https://drive.google.com/file/d/16QMlmvYG6Z7O88NaIZQ3C374nCGEewT5/view?usp=drive_link

has been sent to stakeholders, looking to get posted on website and kelly suggested posting to Facebook page

Status: Completed

4. Ending Items

4.1. Directors Update

DDA Organizational Chart for Volunteers & Recruitment

Board Member Letter of Commitment - Kelly, Melita, Lynn

Director's Goals 2025 - 2027

- Streamline Communication to board & committee members, stakeholders, and the general public
- PSD renewal, bylaws, and separate PSD board meetings - Renewal Completed
- Monthly DDA meetings for training, outreach, & stakeholder discussion
- Board structure & training
- Fund Development Implementation Plan

Status: Completed

4.2. Chair's Update

kelly focus has been on the elevation process

call to audience - Mark from chamber shared Coast Guard fest will be taking over the Jingle Bell Parade

Status: Completed

4.3. Adjourn

Lynn arrived 7:35

adjourned 8:12

Status: Completed
