

MEETING MINUTES - MSDDA Board Meeting

Meeting

Date	Thursday, May 14, 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:	Jack DeMarr, Melita Ewbank, Dawn Gravelyn, John Groothuis, Kelly Larson, Grand Haven Main Street, Bob Monetza, Lynn Negen, Chandi Pape, Brant Raterink, John Steinbach, Chris Weavers
Regrets:	Todd Anthes, Joyce Workman

Meeting package

- Board-package-2026-05-14-V1.pdf

Minutes

1. Standing Items

1.1. Approve Agenda

Resolution #:

Moved: Jack DeMarr

seconded: Bob Monetza

Status: Carried

1.2. Call to Audience

Leanne Crowell - property investor in snowmelt district; 3 buildings; shared issues with ongoing sewer lateral, asked to educate building owners on their responsibility with this on going services, requested a long term plan and DDA support - 2nd concern with tenant closing store and filed bankruptcy; created new business and was talked about negatively on social media on her opening day. Code of ethics for downtown merchants? Repercussions?

Louis - here to learn about DDA

Status: Completed

1.3. Approve Consent Agenda

include first block closure

Resolution #:

Moved: Bob Monetza

seconded: Dawn Gravelyn

Status: Carried

1.3.1. Treasurer's Report

Balance Sheet and Revenue & Expenditure Report

https://docs.google.com/spreadsheets/d/1Y4_rNTkqFxQzKau3KruOMkuFyDYTrSY/edit?usp=drive_link&oid=102604760192532418637&rtopof=true&sd=true

Status: Completed

1.3.2. Approve Board Minutes

Approve Minutes

Status: Completed

1.3.3. Committee Minutes

Committees are now meeting every other month to allow subcommittees to meet and work on projects/events.

Status: Completed

1.4. First Block Closure

First Block Closure Dates May 11, 2026 - September 18, 2026, barricades have been placed

Recruitment & Retention recommends

Executive Committee recommends

Executive Director recommends

Status: Completed

2. New Business

2.1. Snowmelt Annual Billing

Guest Emily Greene, Finance Director, City of Grand Haven

Presented overview of this years expenses prior to bringing to council on 5/18, city is researching long term options for system and costs

Kelly asked about reserve fund - what is current balance - \$13,000; goal is to build fund to \$25,000 then use funds to offset maintenance

Status: Completed

2.2. Director Performance & Compensation Policy & Budget Alignment

Approve the amended Performance & Compensation Policy and match Director's salary to the previously budgeted amount.

Lynn - asked about budget for assistant and how that is connected to the main exe. director salary; budget is allocated for full-time salary

Kelly - need full job description and additional funds before we can entertain assistant position

role call - all in favor

Resolution #:

Moved: Dawn Gravelyn

seconded: Melita Ewbank

Status: Carried

2.3. Jingle Bell Parade Date Change Survey

Recommendation to change date or keep in early December.

Stakeholder Survey regarding the potential date change to the Jingle Bell Parade to the Saturday before Thanksgiving.

30 - no change

4 - in favor

9 - no preference

motion to recommend no date change

Resolution #:

Moved: John Groothuis

seconded: Jack DeMarr

Status: Carried

2.4. 250th Banners

Approve \$800 purchase of 250th Banners to be displayed:

4 sets in the median between the Courthouse and Central Park

5 between 5th and 6th Streets in front of City Hall

\$7,000 in new banner sales, \$3,770 net profit

\$1,600 in banner arm donations for the light poles between 4th and 7th Streets

Preservation & Place Recommends

Resolution #:

Moved: Melita Ewbank

seconded: Chris Weavers

Status: Carried

2.5. New Event

Witches Night Out, Friday, October 9, 2026, as an extension of Bones About Town and Fall Festival, budget for this event was approved in April

last minute date change request to Friday October 2nd to align with existing First Friday event

current bones about town and fall fest budgets can cover any costs for this event

Resolution #:

Moved: John Steinbach

seconded:

Status: Carried

2.6. Central Park Bones About Town Event

Approve Central Park location for non-DDA businesses to participate in Bones About Town

work plan and budget yet to be determined. parks board is asking for a request for permission to use park prior to planning the event

will be a money making event because outside businesses will be charged for their space in the park

Resolution #:

Moved: Dawn Gravelyn

seconded: John Steinbach

Status: Carried

2.7. Powerwashing

Quote from Dykstra Landscaping to power wash the sidewalks and curbs on Washington Ave. from Harbor Dr. to 3rd St. (awaiting quote, should have it by Thursday)

Remaining P&P Budget for 2026 = under budget by \$6,000

concerns discussed about brick movement and elevation change due to power washing, Dana will work with DPW to address any issues similar to allowance tolerances with sidewalks

Resolution #:

Moved: Melita Ewbank

seconded: John Steinbach

Status: Carried

3. Director's Update

3.1. Updates

Current Projects

- Fund Development with Kennari has begun, May 4
- Marketing Plan Strategy with Erik from RAD has begun, April 27
- Centertown Vision Plan finishing up in June
- R&R
 - Business Visitation Committee May 1 - May 15
 - Training Survey complete, results emailed to Lynn & Susan
 - First Block activities start June 8
 - Merchandise
- P&P
 - Banner Sales complete, ordered, install EOM, using funds raised for banner arms for lightpoles between 4th and 7th Streets
 - Dog Dispensers, new benches ordered and will be placed/installed EOM
 - Parks Board - Art Sculptures in Central Park, Musical Sculptures in Central Park, Free Fridays

- Need preservation champion to assist in Certified Local Government designation opening door for tax credits and grants
- Promotions - Event committee, Passport success
- Organization
- PSD Bylaws
- Fund development database
- Main Street Now Conference

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, PSD Board meetings set
- Monthly DDA meetings for training, outreach, & stakeholder discussion
- Board structure & training

Status: Completed

4. Chairs Update

4.1. Discussion items

quarterly committee chair meetings began in April, request for committee chairs to present to board twice a year

Status: Completed

5. Ending Items

5.1. Date Next Board Meeting

June 11, 2026

Status: Completed

5.2. Resources & Important Dates

Resources

- MSDDA Calendar - https://drive.google.com/file/d/107ZdYOd8-8CbOKr14W_u5qRJxSttkLyW/view?usp=drive_link
- Committee Timeline - https://docs.google.com/spreadsheets/d/1QjAZJPE08mQ_wcqkmpNqnPrsnPSEnGXMqZ_9ZhQ4BUo/edit?usp=sharing

Events

Volunteer Opportunities:

- 6/27 - Art Fest Tent/Table Saturday, 10 - 2, NEED volunteers to staff
- 7/26 - Flea on 7th Tent/Table Sunday
- 7/26 - Coast Guard Community Picnic, Mulligan's Hollow - DDA's appointed seat event - Sunday

May Meetings:

- Promotions 5/19/26, 8:30 am Lakeside Eats
- Organization 5/20/26, 8:30 am Lakeside Eats
- Preservation & Place 5/26/26, 9:30 am City Hall
- Recruitment & Retention 5/26/26, 8:00 am City Hall

- Stakeholder Mixer, 5/28/26, 8:00 am City Hall

Status: Completed
