

MEETING MINUTES - MSDDA Board Meeting

Meeting

Date	Thursday, June 11, 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	Melita Ewbank
Recorder	Brant Raterink

Attendance

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

Meeting package

- Board-package-2026-06-11-V1.pdf

Minutes

1. Standing Items

1.1. Approve Agenda

meeting start 7:32

Resolution #:

Moved: Todd Anthes

seconded: John Steinbach

Status: Carried

1.2. Call to Audience

Status: Completed

1.3. Approve Consent Agenda

Resolution #:

Moved: Todd Anthes

seconded: John Steinbach

Status: Carried

1.3.1. Treasurer's Report

Balance Sheet and Revenue & Expenditure Report

BUDGET - https://docs.google.com/spreadsheets/d/1Y4_rNTkqFxQzKau3KrurOMkuFyDYTrSY/edit?usp=drive_link&oid=102604760192532418637&rtpof=true&sd=true

Status: Completed

1.3.2. Amend Budget

Amend Budget: Increase interest income from \$5,000 to \$45,000 to reflect updated interest information on TIF funds.

Resolution #:

Moved:

seconded:

Status: Moved

1.3.3. Approve Board Minutes

Approve Minutes

Status: Completed

1.3.4. Accept Committee Minutes

Accept Committee Minutes

Status: Completed

2. Presentations

2.1. Kirstin VanderMolen - Kennari Consulting

Grand Haven Main Street DDA 2026 Technical Service - Fund Development

Awarded by Michigan Main Street

15 - 20 minute presentation, 10 - 15 minutes for questions

Presented findings on current fundraising initiatives and opportunities for future expansion that will be worked on over the course of the program that will result in a plan for the board to execute

Outlined board member roles

Status: Completed

2.2. Erik Reader - Reader Area Development, Inc.

Strategic Market Analysis & Plan

15 - 20 minute presentation, 10 -15 minutes for questions

Erik Reader of Reader Area Development will provide a brief update on the progress of the Grand Haven Main Street DDA strategic marketing engagement, including key goals, early data insights, and emerging opportunities. The presentation will highlight how visitor trends, community feedback, and market analysis can help guide practical, data-driven marketing strategies that support downtown businesses, events, and year-round economic activity.

strategy to be presented at July's meeting

based around 5 points

- production, distribution, collateral, technology, partner education

Status: Completed

3. New Business

3.1. Approve Storywalk Project

See attached project workplan.

Resolution #:

Moved: Joyce Workman

seconded: Dawn Gravelyn

Status: Carried

3.2. Approve Landscape Design Proposal

See attached proposal, to be paid with funds from \$5,000 GHACF Mixer Grant

Resolution #:

Moved: Chris Weavers

seconded: Dawn Gravelyn

Status: Carried

3.3. Approve Administrative Assistant

Approve Job Description and Posting for Position

Amend budget from \$10,000 to \$20,000 - \$15-17/hour - 20 hours/week

Resolution #:

Moved: Todd Anthes

seconded: Joyce Workman

Status: Carried

3.4. Approve New First Block Event

Taco Cat Goat Cheese Pizza Community Activation Event

Background:

One of MACKite store vendors, the manufacturer of the viral game *Taco Cat Goat Cheese Pizza*, has generously offered to bring their wrapped promotional truck from their Ohio headquarters to Downtown Grand Haven for an afternoon or evening of games this summer.

The activation would include opportunities for the public to play games, interact with company representatives, take photos with the branded vehicle, and receive promotional giveaways. MACKite has expressed a desire to schedule the event on a date that does not conflict with existing programming in the First Block closure area and would like to utilize the gathering space as part of the event experience.

"We know this gathering space attracts and retains people, and we want to ensure our event drives business within the rest of the downtown neighborhood as well. To actively encourage people to gather inside the closure while also venturing out, Taco Cat games and products will only be purchasable in our shop. Our staff will also encourage visitors and customers to visit nearby shops and eateries." per Caleb Berko, Manager, MACkite

Staff Recommendation:

Staff has designated Wednesday evenings as opportunities for businesses and retailers to host events within the First Block closure area. The vendor has been invited to identify a preferred Wednesday evening date, after which staff will coordinate any necessary City approvals, event logistics, and marketing support.

Board Action Requested:

Provide feedback regarding the proposed event and authorize staff to continue planning and coordination efforts.

Falls within the application for first block closure, determined no vote needed

Resolution #:

Moved:

seconded:

Status: Carried

4. Director's Update

4.1. Updates

Current Projects

- R&R
- P&P
- Promotions - Event committee, Passport success
- Organization

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

Retailer social media training postponed because contact at Main Street left position. Working with Acorn marketing for later summer

Status: Completed

5. Chairs Update

5.1. Discussion items

moved to next month due to Kellys absence

Status: Completed

6. Ending Items

6.1. Date Next Board Meeting

June 11, 2026

Status: Completed

6.2. 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

adjourned 8:33

Status: Completed
