

Minutes
Grand Haven Main Street - Board of Directors
Grand Haven City Hall – Council Chambers

November 9, 2023

1. Meeting Called to Order at 7:02 a.m.

- a. Present:** Joyce Workman, Todd Anthes, Chris Weavers, Kristin Hibbard, Laura Girard, Todd Hancock, Kelly Larson, Lynn Negen, Bob Warren, Catherine McNally.
- b. Absent:** Nathan Patterson and Cara Galbavi
- c. Guest:** Bob Monetza

2. Review Mission and Vision

3. Call to Audience/Public Comments:

- a.** Ashley Latch – no comments.
- b.** Doug – Copperpost
 - 1. Snowmelt – annual assessment to stakeholders was 17% and now 75%
Two addresses benefit and no assessment.
 - 2. Looking for support to understand increase to stakeholders.
 - 3. Discussion that warrants additional information.
 - 4. Ashley/Bob/Cathy weigh in – allocation revisit is ask and follow up
required for accurate response.

4. Acceptance of the Consent and Regular Agenda:

- a.** Kristin – June – October Financial Statements.
- b. Motion to update #6 from July - October to June – October up on the agenda by Cathy McNally, second by Kelly Larson to approve.**
 - i. Motion Passes.**

5. Consent Agenda

- a.** Review and Approve Minutes from October 12th Board Meeting.
 - i.** Executive Committee recommends approval.
 - ii. Motion to approve by Kelly Larson, Second by Chris Weavers.**
 - 1. Motion Passes.**
- b.** Review and Approve Minutes from September Recruitment & Retention, promotions & Executive committees.
 - i.** Executive Committee recommends approval.
 - ii.** Discussion: Cathy
 - 1. Going forward just accept vote versus approve.
 - iii. Motioned to approve by Kristin Hibbard, Second by Kelly Larson.**
 - 1. Motion Passes.**

6. Treasurer's Report

- a.** Review and accept current fiscal year financials
 - i.** Reports are June 23 - October 23
 - ii.** Reported on by Kristin Hibbard
- b. Motion to approve by Kelly Larson, Second by Cathy McNally.**
 - i. Motion Passes.**

7. 2023 Self-Assessment Accreditation

- a. Virtual Visit for Accreditation, November 27, 2023, 11AM.
- b. **Discussion:** Update this year is a preliminary year, every two years is actual accreditation.

8. Social District/First Block

- a. **Update:** by Chandi
 - i. Survey Results:
 - 1. Social District – 90% in Favor of.
 - 2. Outdoor Dining – 78% in Favor of.
 - 3. First Block Closure – 75% in favor of.

9. Committees

a. Promotions

- i. **Update:** on Fall Festival Success by Lynn Negan.
- ii. **Update:** on Upcoming Events by Lynn Negan.
 - 1. Light Night.
 - 2. No Drop Just Shop.
 - 3. NEW EVENT – Girls on Grand March 8-10.
 - a. BOD discusses.
 - b. Promotions – Plan.
 - 4. Wine About Winter.

b. Preservation & Place

- i. Holiday Lighting – ratify - GHGH Landscape & DPW.
 - 1. Director, Executive Committee, and Preservation & Place Recommends.
 - 2. **Update:** Holiday Lighting started. Light poles being decorated 11-13-2023 W/O lights @ \$ 5,596.50.
- ii. Lighted Spheres for six beds, at three intersections.
 - 1. Director, Executive Committee, and Preservation & Place Recommends.
 - 2. **Update:** Lighted spheres – purchasing twelve for six beds @ \$2,916.06.
 - a. **Motion to approve purchase by Chris Weaver, Second by Todd Anthes.**

i. Motion Passes

c. Organization

- i. WZZM Holiday Marketing Campaign & 8,500 – ratify.
 - 1. Director, Executive Committee, and Preservation & Place Recommends.
- ii. Holiday Marketing – Urban St. Mag, social media, Tribune Jacket
- iii. **Update:** reduced TV spend from \$13,000 to \$8,500 with a portion of residual monies allocated to social media, radio & tribune – shop local. \$300 TV ads will Begin 11/13/2023. All inclusive in \$10,000 budget.
 - 1. **Motion to Approve plan by Cathy McNally, Second by Bob Warren.**
 - a. **Motion Passes.**
- iv. Discussion of approximately \$18,000 spend without Board approval. Timing issue – discussion of process. Board discussed but we are approving after the fact, Calendar for next year to be sure approval occurs in September of October.

1. Motion to ratify by Todd Anthes, Second by Kristin Hibbard.

a. Motion Passes

b. Role Call: Joyce Workman, Todd Anthes, Chris Weavers, Kristin Hibbard, Laura Girard, Todd Hancock, Kelly Larson, Lynn Negen, Bob Warren, Catherine McNally.

d. Recruitment & Retention

i. New Business Ideas

1. Haven Main in Jumpin Java through Christmas – Then Erin will be back into Jumpin Java.
2. Someone Renting Kristie's Kandies – May be boutique or Harborwear.
3. Kozaks – Match on Main Grant - MEDC extended grant by 9 months will be named The Lucky Bucket.
4. New Holland will be tenant in former Theater Bar including GH Marquee.

10. Directors Report

- a.** Mainstreet Cleanup – Chairs /pots/ etc.

11. Chair's Reports

- a.** Committee responsibilities stay in your lane; encourage communication; marketing brainstorm. Folds of honor: Quarterly marketing meeting sub committee of org; website overhaul.

12. Call to Audience

- a.** None.

13. Motion to adjourn by Kelly Larson, second by Lynn Negan at 8:29am.

Submitted by Kristin Hibbard