

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 12<sup>th</sup> 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 or 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**