

MEETING MINUTES - Grand Haven Main Street DDA & Executive Committee Meeting

Date Thursday, December 11, 2025
Started 7:30 AM
Ended 9:00 AM
Location City Hall Council Chambers
519 Washington Ave.
Grand Haven, MI 49417
Purpose Board Meeting

Chaired by
Recorder Secretary Melita Ewbank

Approval

Minutes approved on: 1/8/2026

Attendance

Present: Todd Anthes, Jack DeMarr, Secretary Melita Ewbank, Dawn Gravelyn, John Groothuis, Treasurer Kelly Larson, Bob Monetza, Lynn Negen, Chandi Pape, Chandi Pape, Brant Raterink, John Steinbach, Vice Chair Chris Weavers, Board Chair Joyce Workman

Meeting package

- Meeting-package-2025-12-11-V3.pdf

Minutes

1. Standing Items

1.1. Approve Agenda

Resolution #:

Moved: Bob Monetza

seconded: Treasurer Kelly Larson

Status: Carried

1.2. Call to Audience

Dana-

MEDC is going to assist with Center Town Vision Plan

Mike-

Nothing

Status: Completed

1.3. Approve Consent Agenda

Promo Minutes from Oct are missing. Approve all but promo mins

Resolution #:

Moved: Treasurer Kelly Larson
seconded: John Groothuis

Status: Carried

1.3.1. Treasurer's Report

Balance Sheet and Revenue & Expenditure Report

Status: Completed

1.3.2. Approve Board Minutes

Approve Minutes from November 13, 2025

Status: Completed

1.3.3. Accept Committee Minutes

Accept minutes from Preservation & Place, Recruitment & Retention, Organization, and Promotions

Status: Completed

2. New Business

2.1. Wine About Winter Venues

See attached 2026 Venue Memo to Board

Venues are picked and are based on sales and some venues flip flopping

Resolution #:

Moved: Jack DeMarr
seconded: Dawn Gravelyn

Status: Carried

2.2. 2026 Slate

Chair - Kelly Larson

Vice Chair - Melita Ewbank

Treasurer - John Groothuis

Secretary - Brant Raterink

Past Chair - Joyce Workman

Status: Completed

2.3. Michigan Main Street Master Level 2026 Service

Michigan Main Street Annual Technical Assistance Service

All MI Main Street will get a service in 2026 despite cuts.

2022/23 we did Storyville - created stories and pics for businesses

2024- branding

2025- transformation strategy

2026- We could do asset mapping, business recruiting, fund development, communication plan, or property development, entrepreneurial ecosystems, retail merchandising, or something of our choosing.

Kelly- recruitment with all the new changes to the district, or fund development

Bob- Assess mapping is on going thing. what does the community think?

Dawn- Could we talk to another Main Street that has done this to see how beneficial. Fund development seems most important.

Lynn- Business Recruitment has not happened.

Pick 2- Fund development, business recruitment, property development

Kelly- motion

Chris- 2nd

Amendment - Fund development before business recruitment

Chris- motion -

Joyce- 2nd

Amendment to the amendment- Motion- John G- Can Chandi reach out to Main Street with these 2 and see what Main Street suggests?

2nd by Dawn

Status: Completed

3. Director's Update

3.1. Updates

PSD Update - see attached timeline

Centertown Vision Plan - Awarded Technical Assistance funds from MEDC to pay for McKenna services to update the 2014 plan. Internal meetings with the City of Grand Haven will begin Friday, December 12, 2025. Process will take approximately 3 - 4 months beginning in January.

Accreditation - Virtual visit was Monday, December 8, 2025. Moving forward, we may be on a 3-year accreditation timeline, instead of 2, and will no longer be required to participate in virtual visits on non-accreditation years.

Director's Goals

- Streamline Communication to board & committee members, stakeholders, and the general public
- MyCommittee \$828/yr.
- Mailerlite - Newsletters \$0 - \$30/month
- Zoho Social - Social Media scheduling, \$10/month
- The Point App - Volunteer management - \$0/month
- Locable - Community Calendar, Business Directories, Newsletter, Blogs, etc. - \$54 - \$168/month (\$54 first 3 years)
- Locable Demo on Demand 2025 on Vimeo
- PSD renewal, bylaws, and separate PSD board meetings
- Monthly DDA meetings for training, outreach, & stakeholder discussion
- Board structure & training

- Fund Development Implementation Plan

Positive feedback from council

Jan 5th is 1st public hearing and first in Feb is 2nd

We get accredited every 2 years and want to move us to the 3 year plan.

Status: Completed

4. Chairs Update

5. Ending Items

5.1. Date next meeting

January 8, 2025

Lynn out at 8:20

Adjourned at 8:23

Status: Completed
