

Meeting
Board of Directors - Grand haven Main Street
Thursday, December 12, 2024
Grand Haven City Hall - Council Chambers

1.Meeting called to order at 7:33am

2.Recording Secretary: Laura Girard

3.Members Present: Joyce Workman,Todd Anthes, Chris Weavers, Laura Girard, Robert Monetza, Todd Hancock, Kelly Larson, Lynn Negen, Melita Ewbank, Director Chandi Pape
Absent Members: Nathan Patterson and John Steinbach

4.Nathan Patterson sent a letter Resigning from the Main Street Board.

5.Both Mission and Vision statements read by Kelly Larson

6.Review and Approve of the Consent and Regular Agenda: Motion by Kelly, 2nd by Laura. All present members approved

7.Call to audience/public comments: None

8.Consent Agenda:

- a. Approve Minutes from November 14, 2024 Board Meeting
- b. Accept October minutes from Preservation and Place, Organization, executive, Recruitment & Retention, and Promotions Committees
Motion by Melita, 2nd by Kelly. All present members approved
Treasurer's Report: Chandi stated wine glasses invoice for January event, fall festival expenses, various Christmas advertising. Print and online
Motion by Chris, 2nd by Laura

New Business:

- a. Preservation in Place is asking for approval to apply for a \$10,000 Vibrancy Grant and \$50,000 T-Mobile Hometown quarterly Grant, This is part of a vibrant spaces Initiative P & P has been working on. Gathering spaces, signage, sustainable flower beds, get more seating, bike repair station. Kelly asked about applying to Community Foundation. Yes, that is also something that will be worked on for their \$5,000 grant. They would break it into phases because of time frames

for completion. Jennifer Smelker head of P & P Committee explained getting more seating in center town. Bike racks and bike repair spot in both areas, and get more consistent signage. Flower beds for year around use. There has been communication with DPW to make sure things are aligned. Motion by Joyce, 2nd by Kelly, all members present approved.

b. Wine About Winter 2025

Final list to recommend to the Board. Same prices, glasses \$5, tickets \$4, bundle \$25

11 licenses, will save 1 license for Taste of Grand Haven (beer tent) or 50th/20th party (CPP/Portos), either event we could organize with another organization to run the bar or tent.

1st Block

1 Surf Shop
2 Red Salon
12 Corners
Snug Harbor

2nd Block

3 Down to Earth
4 Marushka
5 Alegria
6 Patricia's Chocolate
Fortino's

J. Morgan – no
Garsnett Beacon - no
Kilwin's – no
Silverfire Gallery – no
Lee&Birch-no

3rd Block

7 Jean Marie's
8 Blueberry Haven
9 Lakeside Eats
10 Studio 206
Tri-Cities Museum

Borr's – sell tickets
Mirthy – next year

Centertown
11 The Bookman
707 Events
JDub's
J. Renee Salon/Elevate Your Everyday – next year

Tickets:

Sold only at Fortino's ahead of event

Night of event

Fortino's
Harborfront
Borr's
The Book Cellar

Not Serving wine

Long Road
Lucy's
Glik's
Righteous
Haven & Main
GH Vinegar & Oil
Mirthy

Approve Wine about winter 2025 motion by Todd Hancock, 2nd by Todd Anthes. All members present Approve

c. Motion to approve Master Level Service Application with Michigan Main Street - Strategic Planning service, March 6th & 7th 2025. Motion by Kelly and 2nd by Melita, All present board members approve

d. New Author event: Third Coast Author Event: March 22, 2025. Host 200 National Authors, VIP event to meet the Authors proceeds go to DDA. Silent Auction some items will be donated by Authors themselves. Auction proceeds go to Bluebird. There is discussion of total cost of the event. For a 1st time event it's \$15,000.00 budget. Just want to make sure details are covered. It was explained that we partnered with Bluebird because as a non profit they would use their liquor license for the event. This event is

modeled after a successful east coast author event. It is a March event where we've been looking bring people in during a slower retail time.

Motion by Kelly, 2nd by Lynn

Members approve: Todd Anthes, Laura Girard, Robert Monetza, Todd Hancock, Kelly Larson, Lynn Negen, Melita Ewbank.

Dissent members: Joyce Workman and Chris Weavers. Motion passes by majority

e: Presentation of Executive Slate 2025

- Joyce Workman, Chair
- Laura Girard, Vice Chair
- Chris Weavers, Treasurer
- Kelly Larson, Secretary
- Todd Anthes, Past Chair

9.Nominating Committee members were Cara Galbavi - Past Chair, Chandi Pape - DDA Director, Dan Borchers from Frame and Mat Shop. This will be voted on next month but wanted to present the slate for anyone who has questions or comment.

10. Committee Update:

Preservation and Place: Jennifer Smelker presented summery this year. Awarded grant from Community Foundation and a private sponsor for Holiday Lighting this year. There is no electricity to planters in center town so that is a work in process. Successes this year are Banner program, 1st block programs and vibrancy, pollinator pocket gardens, Planter Beds, involving students from Central high School, Corn Stalks, and Greenery for Holidays, Involving more student from GHPS. Banners for next year are now available to purchase, working on Kiosk repair, working on year around approach for flower beds. Master schedule for deadlines and dates that is shared the DWP has been very helpful. Starting to work on empty window plan, connection corridor plan with art & benches with more between downtown and center town. Film night in s Sherwood Forest, bike repair spots, Story path. Jen asked that Sponsorship program be implemented this next year. P & P raised more

money this year with the banner program then what their total budget was, so she asked the board to consider increase budget for P & P.

Org: Jeremy Swiftney wasn't able to attend do to having to attend Rotary Meeting at same time. It was mentioned the Website completion this year.

Recruitment & Retention Mellisa Miller presented the 1st block success with daily programs. Incubator space is being discussed, property owners list is in process should be complete in 2025, start to build relationship with property owners, training classes success were shoplifting and job hiring class, Main Street does have online classes for retailers.

Promotions presented by Lynn Negen. They are focused on filling events and bring people in during shoulder seasons. Shoulder events: Bones about Town, Fall Fest, Light Night, and Wine about Winter. New events for 2025 Third Coast Authors Event. This will replace Big Shop

11.Directors report: Chandi is really trying to incorporate and Market our new branding in events. She also asked Brian Urquhart Grand Haven City Planner. He wanted DDA input to a proposed building expansion to the back of Toasted Pickle. This is brought by the building owner and Toasted Pickle. The proposal was part of this months board package. Questions asked were there doesn't seem to be parking for the living spaces on the 2nd and 3rd floors as has been required in the past, also it was noted that the building material would be shipping containers. The look as of historic preservation. Brian asked that if there was other feedback to reach out to him. The Mayor pointed out there is Downtown Design Guidelines for Grand Haven. Board member should take a look at these as a start. All in favor to send this to P & P to review and advise the board.

12. Melita leaves 8:48am

13.Chair's report: Where should the Participation, Event Sponsorship, and DDA Sponsorship policy be created?

14. Adjourn: 9:08am