

MINUTES

Board of Directors - Grand Haven Main Street

Thursday, February 13, 2025 - Time 7:30 am

Grand Haven City Hall – Council Chambers

IN ATTENDANCE: Laura Girard, Lynn Negen, Bob Monetza, Roger Bergman, Melita Ewink, Brant Raterink, Todd Anthes, Chris Weavers, Kelly Larson, John Steinbach

ABSENT: Joyce Workman

Guest: David TenCate, Mike Dora, Mike Weavers

1. Call Meeting to Order 732AM
2. Review of Mission & Vision
3. Review and Approve of the Consent and Regular Agenda, motion by Bob, second by Todd, motion carried.
4. Call to Audience/Public Comments – no comment
5. Consent Agenda
 - a. Approve Minutes from January 9, 2025 Board Meeting
 - b. Accept Executive Committee minutes from December
 - c. Accept Promotions, Preservation & Place, Organization, and Recruitment & Retention meeting minutes from November.

Motion by Bob, seconded by Kelly, motion carried.

6. Treasurer's Report – expenses from Wine about Winter, question about Tribune expenses and Centertown is reimbursing DDA for an ad.
 - a. Approve current fiscal year financials ending 1/31/25
 - b. Review/Discuss 2024/25 Fiscal Budget for approval in March – committees just got budget last night and will need to bring next month so can go to the city.

Chris motions to approve, Bob seconded. Motion carried.

7. New Business

- a. Approve to recommend Certified Local Government - Chandi has been researching this designation by the state and the National Park Service. If you have a historic district and an ordinance, you can apply, and it allows you access to training and grants. The historic commission is on board. Brian has sent the ordinance in and it

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Motion by Kelly to recommend to City Council, seconded by Chris. Motion carried.

b. Approve to recommend Centertown Overlay Short Term Rental – Centertown Overlay was expanded this week to add 700 Washington. There has been a request that the overlap allow short-term rentals. Many of the business owners in Centertown have signed a petition that they support it, and it was discussed at the Centertown meeting. It seems to be an area of a small residential units and this would help developers in that area. Short term rental is a unit that turns over three times a year, less than thirty days per use, and generally are allowed in certain areas of town. It's a commercial use of a residential building. It will help add a significant improvement to the area.

Todd makes a motion to approve the short-term rental in the Centertown Overlay district, motion carried by roll call. John abstains.

c. Welcome New Board members – Roger is filling the role of downtown resident and a long-term supporter of Grand Haven and his term lasts until June. Brant comes from P&P. Brant and John's terms end in 2028.

8. Committee Updates

a. Preservation & Place

Vibrancy & Placemaking Grant Applications – will apply for grants the first of March to add more seating downtown, bike repair stations, and signage.

b. Organization

Chandi presented the marketing report and would like to add budget to help stretch her dollars. Main Street 101 & Office Hours are every other month.

c. Recruitment & Retention

Future Prep'd students are working on vacant spaces downtown and have met with many people and are working on solutions. They will be presenting to City Hall on March 3. ESTA update – Chamber is putting on seminars as this is a hot topic and changing every day. Chandi also sent notes from the Economic Forecast from Dr. Isley.

d. Promotions

Wine About Winter raised over \$17,000. The 3rd Coast Author & Book Fest is 5 weeks

away and need to push Gala sales but over 150 authors are signed up. The plan is for authors to be scattered throughout the district signing autographs and talking to fans, and then a gala from 7-10pm at Central Park Place where you can mingle with all the authors. There will be a silent auction, food and drink for \$50. Tote Club Days start this Saturday. 30+ stores downtown and centertown will be offering specials for this new quarterly event.

9. Director's Report

Board Discussion: Transformation Strategy Topics and Strategic Priorities – We are having a two-day session in March led by our Main Street Contact. There are many meetings that you can attend. We are looking forward to developing priorities to focus on over the next few years. Please share the invitations that you have been sent. Please read the summary to prepare for the visit.

10. Chair's Report

As Joyce is absent, no report.

11. Call to Audience/Public Comment

Mike Dora from the Planning Commission and reported that the city has 372 registered short term rentals in 300 separate facilities.

Mike Weavers also commented on short-term rentals and warned us to be careful about changing long term rentals into short term ones.

John motioned to end the meeting; Chris seconded. Motion carried at 8:28am.