

Meetings Minutes
Board of Directors - Grand Haven Main Street
Thursday, October 10, 2024
Grand Haven City Hall - Council Chambers

1. Meeting called to order at 7:30am, Recording Secretary: Laura Girard, Members Present: Joyce Workman, Todd Anthes, Chris Weavers, Laura Girard, Robert Monetza, Todd Hancock, Lynn Negen, Nathan Patterson, Melita Ewbank
Absent: Kelly Larson, John Steinbach,
Kelly Larson arrives at 7:31am
2. Mission and Vision statement read by Joyce Workman and Nathan Patterson.
3. Motion to Review and approve of the Consent and Regular Agenda by Robert Monetza and 2nd by Kelly Larson.
Motion to amend Consent agenda add line item 5d. to approve JW Greenhouse to install Holiday Lighting and greenery to light poles and add to Regular Agenda new line item #7 New Business to discuss Holiday Commercial Motion by Joyce Workman, 2nd by Robert Monteza All members present approved All present to accept the amended Consent and regular agenda. All present approved.
4. Call to audience: Brian Jarosz with City of Grand Haven wanted introduce himself and explain he is now Waterfront and Event Manager for the city.
5. Motion to approve Consent Agenda: Motion by Robert Monetza and 2nd Kelly Larson. Nathan Patterson discussed Minutes from R & R are old minutes, it was an error in the title of email, To be care Chandi will remove and review and will resubmit R & R minutes next month to be sure. Holiday lights and greenery approved by P & P for \$4450.00 Holiday Lighting and greenery every comes down right after Wine About winter.
Vote to approve Consent Agenda all in favor: Joyce Workman, Todd Anthes, Chris Weavers, Laura Girard, Robert Monetza, Todd Hancock, Kelly Larson, Nathan Patterson, Melita Ewbank
All Opposed: Lynn Negen
6. Treasury Report: Chris Weavers went over itemized items, Melita will check on cost of signs for Taste of Grand Haven. Motion to approve by Kelly Larson and 2nd by Chris Weavers. All present approved.

7. New Business: Holiday Commercial no discussion at Org., but came up at marketing. Does it benefit overall? It was \$8000.00 last year and \$10,000.00 year before. 3 weeks till deadline. Did it only benefit stores that were highlighted in ad? Lynn Negen suggested that Shyle Lyons could help with social Media during Holidays, Chandi has been handling social media and suggested Digital advertising through magazines, Media websites, radio, for Holidays. What is data of the best bang for your buck. Nathan Peterson discussed a Holiday Shopping Guide. Marketing is a new committee. We need to try a get ahead on Marketing. No motion was made on a Holiday Commercial

8. Committee update:

A. P & P Chris Weavers discussed holiday lighting, Spheres, poles, trying upright in garden boxes, Corn stalks up for Fall, Central High School Students helped put up, and lakeside eats fed them, maybe perennials flowers and fun grass for flower boxes.

Org. new members, bring rules set up for out of district business, also how would sponsorship work with the rules, website is working great.

Promotions are also working on rules for out of district. Chandi have given this to all committees. Will be a few months to get a rules together.

Marketing committee will meeting two months in a row and then hopefully once a quarter.

R & R discussed out of business participation, Nathan will look at a older marketing plan

Promotions: Fall Fest Lynn has Friend taking pictures all skeletons, dance team, City Trucks, WAWL Music, dance team, awards, trick or treat 10:30 to noon, wagon ride, Light Night all Ads are all sold for Bags, Wine about Winter

Director reports: Chandi, Nov 6, 2024 accredited at 8:30 am Michigan Main Street.

Poll survey: discussed overview of results. It has been posted online Chandi went over Transformation Strategy topics in general to get started on process. Boards roles and responsibility.

Bob Monetza leaves at 8:16am

She wanted to give board an idea of how the process works.

Chose two services in Dec and they will come at the beginning of the year.

How are we going to pick these topics. Need a action plan. A Strategy and priority.

Chairs report: informational game about the DDA

Adjourn: 8:29am.