

Board of Directors - Grand Haven Main Street
Thursday, March 13, 2025 - Time 7:30 am
Grand Haven City Hall – Council Chambers

In Attendance: Joyce Workman, Laura Girard, Chris Weavers, Kelly Larson, Todd Anthes, Bob Monetza, Todd Hancock, Brant Raterink, Lynn Negen, John Groothuis, Melita Ewbank, John Steinbach.

Absent: Roger Bergman

Meeting called to order 7:31am.

1. Review and Approve of the Consent and Regular Agenda. Motioned by Laura, Seconded by Bob, motion carried.
2. Comments from Mark Allen: Jingle Bell Parade is one program that the Chamber is looking for a different home. The Chamber is committed to doing the event until they find the next owner until it goes to the right partner. The Chamber wants to engage their business partners in terms of connecting as well as being a catalyst for change. The Chamber team is available for all of us if we have any questions on what the resources are. Their work looks and feels different, but they are happy to help all of us.
3. Consent Agenda
 - a. Approve Minutes from February 13, 2025 Board Meeting
 - b. Accept Promotions, Preservation & Place, Organization, and Recruitment & Retention meeting minutes from January
 - c. Treasurer's Report (Approve current fiscal year financials ending 2/28/25)

Motion from Bob, seconded by Todd, motion carries. Brant abstains as he did not get a packet.

4. New Business
 - a. Transformation Strategy

Discuss Takeaways – Laura discussed that we could use more structure but wants to make sure that we let our volunteers know, Todd Hancock opened his eyes to bigger picture, Brant liked the points of what we should be working for (in terms of the month to month definition), Lynn was concerned that 45% of our members have not received help from the DDA and wants to hone what we're doing and make sure we communicate to our members, Melita wants to look at the district rather than downtown vs Centertown and likes the term Mainstreet rather than DDA and that the board should steer the direction of where we want to go and set guidelines, John like the concise game plan and roadmap in terms of a couple of strategic priorities, Bob likes the structure and goals and more focused look in terms of continuity, Chris likes the change to Mainstreet

instead of DDA and that they're the organization that will help our businesses, John liked the point of getting the youth involved, Todd agreed with most of the comments especially with the focused projects and oversight, Chandi feels like the message can get muddled and wants our message should be all inclusive. She wants to communicate with everyone and to have a clear focus.

Define Who We Are & What We Do -

Evaluate & Approve Strategic Priorities and Transformation Strategy Goals – Chandi passed out a handout that had our current, accreditation, and transformation strategy goals are. Chandi is proposing that we go through them and combine those to develop what our strategy really is. John suggested that we turn our thoughts into Chandi the exec committee and they present the goals back to the board. This month we're going to go through pages 1-3 by March 28th.

b. Approve 2024/25 Fiscal Budget

Chandi and Chris – Motion by Todd, seconded by Chris. The proposal shows a \$20,000 decrease in the promotions budget and reallocated to first block and to marketing. Much discussion ensued. Marketing, placemaking, flower beds and holiday lighting were debated. Plans are coming from each committee about how to make changes but the current budget was based on these plans. Motion carried unanimous.

5. Committee Updates – skipped over most for time

a. Preservation & Place – Brandt & Chris

b. Organization

c. Recruitment & Retention

d. Promotions – Third Coast Author Event is next Saturday. Going to be an awesome event – please come.

6. Director's Report

a. MEDC Team – Dan who covers the lower region of the MEDC helps with asset inventory (housing, vacant properties) and Katie works with ready redevelopment division were in town as well as Sue. They do a match grant for placemaking and if we can raise \$50,000, they can match it.

7. Chair's Report

Concerned about planning commission and that they were turning down a project on Seventh Street. Dana talked that the master plan and the current proposal as well as future plans might not be in alignment so that there needs to be some work in making that happens.

8. Call to Audience/Public Comment - none

9. Adjourn 8:49am.