



**Minutes**

**Board of Directors**

**Grand Haven Main Street**

March 11, 2021

Virtual ZOOM Meeting

Posted *LIVE* on MSDDA Facebook Page

**Meeting Called to Order by Chair Todd Anthes at 7:03 a.m.**

**Present:** Todd Anthes (Grand Haven, MI), Bob Monetza (Grand Haven, MI), Dave Garland (Comstock Park, MI), Cara Galbavi (Ferrysburg, MI), Sharon Behm (Grand Haven, MI), Joyce Workman (Grand Haven, MI), Kristin Hibbard (Grand Haven, MI), Bob Warren (Grand Haven, MI), Cyndi Casemier (Grand Haven, MI), Andy VanderHoek (Spring Lake, MI), Kristin Hibbard (Grand Haven, MI), Kyle Doyon (Care Coral, FL), Chris Weavers (Grand Haven, MI), Cyndi Casemier (Grand Haven, MI)

**Absent:** Carolyn Taylor

**Also Present:** Mike Dora, Jeremy Swiftney, Pat McGinnis,

**Call to Audience/Public Comments**

Jeremy posted the telephone number and Todd waited several minutes for public comment: None received

**Consent Agenda**

Review Minutes from February 11<sup>th</sup> Board Meeting

Review and Approve Current Financial Reports

*Motion by Sharon Behm, second by Bob Warren to approve the consent agenda.*

*Yes: Todd Anthes, Bob Monetza, Dave Garland, Cara Galbavi, Sharon Behm, Joyce Workman, Kristin Hibbard, Bob Warren, Andy VanderHoek, Kristin Hibbard, Cyndi Casemier, Kyle Doyon, Chris Weavers*

*Motion carries.*

**2021/2022 Budget Presentation & Approval**

Jeremy first walked through and highlighted revenues. He reported that the budget was set up with the optimistic attitude that Covid would not cancel activities this year. Todd commented that we needed to remain aware every year that some PSD payments come in advance, which can throw off later years' revenues proportionally. These are special assessments that are spread over five years. For a variety of reasons, some owners might decide to pay all five years in advance. Each year we should report on how



much was paid "up front" so we can retain those amounts to smooth resources over the full five years as planned.

Jeremy then presented all proposed appropriations for the coming year. Each year we will make a presentation to the MSDDA Board and the City Council. The MSDDA and the PSD Boards are one in the same and a Marketing Committee will help guide and apply resources for the greatest impact during the five-year assessment period.

Administrative support for the PSD is projected at \$15,000 per year, and this reflects the time that is spent by staff keeping up with the program, planning, executing and reporting.

## Advertising/Marketing Budget

Billboard Advertising	\$7,000
Television	\$18,000
Radio	\$6,812
Print	\$6,812
<u>App</u>	<u>\$10,000</u>
<b>Total</b>	<b>\$48,624.06</b>

The Executive Committee recommends approval of the 2021-22 budget.

*Motion by Sharon to approve the 2021-22 budget as presented, second by Bob Warren.*

*Yes: Todd Anthes, Bob Monetza, Dave Garland, Cara Galbavi, Sharon Behm, Joyce Workman, Kristin Hibbard, Bob Warren, Andy VanderHoek, Kristin Hibbard, Cyndi Casemier, Kyle Doyon, Chris Weavers*

*Motion carries.*

### Beyond The Pier Next Steps

This planning effort took place through most of 2020. The outcomes suggest further investment downtown and is not focused only on the waterfront – it extends into recommendations for things like food trucks, pop up shops and infill development downtown on City owned parking lots (mixed use with interior parking). The MEDC

Much discussion is aimed at the proposed infill development at 1<sup>st</sup> and Franklin, and there is some fear of a net loss of parking availability if such a development occurs. There may be value in pursuing the RFQ portion of the study for a building at 1<sup>st</sup> and Franklin to better understand what could go there and if there is market interest in such a development.

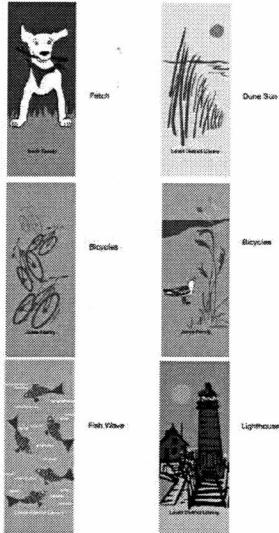
*In line with our strategic plan, the Grand Haven Main Street DDA supports the Beyond the Pier Master Plan as proposed, including the development at First and Franklin, and supports City Council in giving City staff approval to seek RFQs as the next step in the development, with the expectation that we are able to review and advise upon the RFQs received.*

*Executive Committee recommends approval*



Yes: Todd Anthes, Bob Monetza, Dave Garland, Cara Galbavi, Sharon Behm, Joyce Workman, Kristin Hibbard, Bob Warren, Andy VanderHoek, Kristin Hibbard, Cyndi Casemier, Kyle Doyon, Chris Weavers

*Motion carries*  
**Director's Report**



Peerless Flats is breaking ground March 26 at 1:00 p.m.

Issue Media Group will be supported by a partnership of local development agencies and the MSDDA will be looking at participation. The more support we have, the less cost will be for each agency. Currently looking at EDC/BRA, Spring Lake DDA, the Chamber and Grand Haven Township DDA.

Update of proposed street closures for outdoor dining this summer.

Jeremy shared the approved images for the Marushka banners this summer.

**Call to Audience/Public Comments**

Posted on Facebook: Laura Girard commented that retail businesses need the sidewalks open if we are shutting down areas for outdoor dining.

Meeting adjourned at 9:06 a.m. Next meeting is scheduled for April 8 at 7:00 a.m.