

Board of Directors- Grand Haven Main Street  
Meeting Minutes Thursday, April 11, 2024  
Grand Haven City Hall - Council Chambers

1. Call meeting to order: 7:01

Attended: Joyce Workman, Todd Anthes, Chris Weavers, Laura Girard, Robert Monetza, Todd Hancock, Kelly Larson, Lynn Negen, Nathan Patterson, Melta Ewbank, Chandi Pape

Absent: Cara Galbavi

Guests: Tony Ciccarelli, Kevin McLaughlin, Ashley Latsch, Caleb Berko, Tim Price No comments at this time.

2. Review Mission and Vision statements both by Chandi Pape

3. Review and Approve Consent and regular Agenda: Motion by Kelly Larson and 2nd by Robert Monetza. Approved by all present

4. Ben Muldrow of Arnett Muldrow gave renewed branding presentation. This was part of an Awarded grant by Michigan Main Street. The full presentation will be attached with board Minutes.

There were no questions by board. Call to Audience Tony Ciccarelli and Councilman McLaughlin both felt it was a positive and much needed refresh.

5. Treasures's Report: Chris Weavers reported everything is in order for financials ending 3/31/24. Motion to accept by Chris Weavers, 2nd by Kelly Larson All present approved

6. New Business:

a. Review and approve budget for 2024-25. Chandi Pape gave an overview. Kelly Larson questioned the difference in totals for Revenue and Liabilities. This was discussed and corrected.

Follow up discussion at a later date about our cash reserve. What goals to address and at what point do we cap that and spend on needs in district. Motion to approve by Kelly Larson, 2nd by Nathan Patterson. Motion approved by all present,

b. Discussed proposed sponsorship program. Would be a tier system for bigger donors for bulk donations instead of asking for each event or need. This would exclude Wine About Winter because that is already sponsored by Fortino's. This was tabled so it can be further reviewed by Todd Anthes, Melita Ewbank, Chandi Pape to see if it's feasible and the right system

to work for the DDA

c. Discuss New Holland Brewing proposed exterior color change to the facade of the Grand Haven Theater Marquee at 24 Washington Ave. Grand Haven. This will be presented to the Historic Conservation District Commission meeting on April 17, 2024. This falls Under their committee. Board discussed a letter that was sent by Preservation and Place Committee to the Historic commission, but had not been discussed by the DDA Board yet. There was concern that P & P committee was working outside the DDA board. Discussed the process and departments that will make that determination. The DDA wants to welcome New Holland Brewing and we will honor honor and respect what The Historic Conservation District Commission decides on this proposal coming before them.

7. Committee updates:

a. Preservation & Place: Banner sales 40 sold, we would like around 75 at minimum. Planter master plan so every time is scheduled through out the year, spring planting, Weeding, fall flower removal, holiday balls install, so there are no gaps. The City doesn't Charge us labor to put up Christmas lights, we are charged for installing banners. Spring Clean up is May 12th- 17th

- b. Organization: Website is almost ready for Org. Review, trying to organize Marketing sub committee  
Mixer grant - \$5000.00 Commentary foundation
- c. Recruitment and retention. First bock activities meeting is next week April 18th 8:30 at Grand Haven City Hall. Monday: author Night, Tuesday mornings Yoga.  
Match on main - the momentum center would be using it to make shed on property into offices Lakeside eats
- d. Promotions: Big Shop is April 4/20 40 retailers are participating. Melita is heading the Taste of Grand haven. Chalk the walk is new event and will be in Centertown May.  
Motion to approve Kelly Larson 2nd Joyce Workman, all present approve  
Adjourn: 9:01