



## **Minutes**

### **Board of Directors**

### **Grand Haven Main Street**

June 10, 2021

Council Chamber, 519 Washington Avenue

### **Meeting Called to Order by Chair Todd Anthes at 7:00 a.m.**

**Present:** Todd Anthes, Bob Monetza, Cara Galbavi, Sharon Behm, Joyce Workman, Chris Weavers, Cyndi Casemier, Carolyn Taylor, Andy VanderHoek

**Absent:** Bob Warren, Kyle Doyon, Dave Garland

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

### **Call to Audience/Public Comments**

Mike Dora commented on preference for in person meeting and was grateful for

### **Consent Agenda**

Review and Approve Minutes from May 13<sup>th</sup> Board Meeting and Financials as of 5/31/2021

*Motion by Sharon, second by Cyndi, to approve the Consent Agenda.*

*Motion carries*

### **Beyond the Pier**

Jeremy and Cara, both active members on the year-long steering committee, presented a summary of the extended planning effort and some of the elements that are included in the recommendation: some investment in mixed use/retail, farmers market, stand alone incubator pop ups and a playground are included. The reference to

*Motion by Cara Galbavi, second by Sharon Behm, to recommend approval of the Beyond the Pier Master Plan.*

*Motion carries.*

### **Director's Report**

- Sidewalk sales August 20-21
- A large banner sign is up at the old Chinook Pier location compliments of the Grand Haven Lighthouse Conservancy and Cindy Crane. Jeremy showed a picture of it: one side recognizes Marushka and the other side is the Community Foundation
- Exhibit at the Tri Cities Historical Museum on Marushka opens on June 22
- Surveying stakeholders regarding a social district in the downtown. R&R committee felt that fall could be a good target date for implementation to inject enthusiasm as the big summer season winds down



- PSD advertising and event plan was reviewed:

Item	Type	Description	Dates	Amount Spent
Issue Media Group	Marketing - Digital Media	Digital Media Marketing of stories from our district	July - September	\$1,000.00
WGHN Services Spotlight	Advertising	WGHN Spotlights for some of our Service businesses	TBD	\$750.00
Coast Guard Parade Sponsorship	Advertising	Radio and Parade sponsorship	August 1-8	\$1,200.00
Summer Season Billboards	Advertising	1 North Billboard, 1 South - LAMAR Billboards	July - September	\$5,600.00
WGHN Concerts In The Park Sponsorship	Radio Marketing		August	\$1,000.00
Social Media Video & Post Boosts	Advertising	Boosts and Social Media pushes of posts and videos	July - September	\$200.00
WAWL Fall Sports Advertising	Print Media	WAWL Football/Fall Sports Ad	September	\$400.00
Sidewalk Sales	Promotion	Sidewalk Sales promotion	August 20-21	\$500.00
Facebook Sidewalk Sales Advertising	Promotion Advertising		August 20-21	\$100.00
Tribune Side Walk Sales Advertising	Promotion - Advertising	Sidewalk Sales Advertising	August 20-21	\$300.00
WGHN Side Walk Sales Advertising	Promotion - Advertising	Sidewalk Sales Advertising	August 20-21	\$750.00
<b>Total Spend</b>				<b>\$11,800.00</b>

### Chair's Report

- Todd recognized two departing members Cyndi Casemeir and Kyle Doyon
- Jude Boyle will be joining the Board starting July 1

Joyce reported that the Centertown group is meeting tomorrow (Friday, June 11) outdoors at 8:30 a.m. next to Vintage Green. If the weather is not good they will meet at the Momentum Center. Meeting will usually be the first Friday at Momentum Center at 8:30 a.m.

Pat reported that he was still pursuing a community dumpster in the Centertown area. It has worked well downtown and would work well in the Centertown lot.

Discussion about serving spirits on the sidewalk (not allowed an illegal without a proper license) and displaying unseemingly merch in store windows (allowed and legal).

### Call to Audience/Public Comments

No formal comments

Meeting adjourned at 7:58 a.m. Next meeting is scheduled for July 8 at 7:00 a.m.