

Board of Directors - Grand Haven Main Street

Thursday, July 10, 2025 - Time 7:30 am

Grand Haven City Hall – Council Chambers

1. Call Meeting to Order and Roll Call 7:30 - Joyce Workman, Chris Weavers, Kelly Larson, Todd Anthes, Melita Ewbank, Brandt Raterink, Lynn Megan, John Groothuis, Bob Monetza, Jack DeMarr, Dawn Gravelyn (John Steinbach -not in attendance)

2. Review and Approve of the Consent and Regular Agenda - Kelly motion, Chris 2nd

3. Call to Audience/Public Comments - No comments

4. Visitors: 6PM Hospitality & BDR to answer questions about hotel

development downtown - Peter, Tom, Dave, Chris representing BRD/6PM - extended stay property average 5 night stay, back to Planning Comm in August, expected opening Spring 2027

5. Welcome New Board Members – Pick Board Member Buddy

a. Jack DeMarr

b. Dawn Gravelyn, Elevate Your Everyday

6. Consent Agenda

a. Approve Minutes from June 12, 2025 Board Meeting - Move to August to approve

b. Accept Executive, Promotions and Organization meeting minutes from May -

c. Treasurer's Report

i. Approve current fiscal year financials ending 6/30/25 - Acceptance of the consent minute minus June minutes - Joyce motion, Chris 2nd

7. New Business

a. PSD preliminary budget approved by PSD Committee, see attached - Request that PSD funds help support an admin assistant, PDS proposal is to keep rates at current levels, but budget adds to \$100k from (\$72k), PSD comm focusing on marketing and where/what the dollars are spent on

8. Committee Updates

a. Preservation & Place - brainstorming and waiting for grants to come in, vibrancy grant will go to benches and signage

i. Approve wall mount informational kiosk to be hung in the Depot building not to exceed \$1,000 - motion Chris, 2nd Kelly - carries

1. Executive Committee Recommends

2. Executive Director Recommends

ii. T-Mobile Grant, Vibrancy Grant

b. Organization - marketing plan will be focus - sub committee with someone from each committee, welcome packet to have market data and handbook

i. Sponsorship Plan, Event Sponsorship Plan, Event Applications, Partnership Application – Rollout to committees for review and approval - streamline applications for all events,

ii. Branded Documents – Market Data Report, Annual Report, Sponsorship, Handbooks, & Welcome Booklets

c. Recruitment & Retention - worked on goals, spending some money on projects

i. Match on Main announcement July 24, 2025ii. Approve request for RRC Technical Assistance funds for market study for Centertown overlay – 2014 had vision plan for strategic

plan for Centertown. GH is eligible for funds for a planning study - gain info to update plan. The plan is outdated. Does DDA support? Kelly motion support, Todd 2nd - motion carries

Problem Statement

d. Promotions - Sidewalk sales and Tote Club days coming up

i. Sidewalk Sales Applications due July 28

9. Director's Report -

a. Board Review

b. Director Self-Evaluation - Board self assessment to Chandi by 7/18, Chandi review to Joyce by July 7/18, overtime language needs to come out.

10. Chair's Report - Chandi been on CG board would like to move to a board member, thanks to PSD volunteers, Capstone hosting the Sept 11 event,

a. Director's Review

i. Salary Fact Sheet – for informational purposes only, this will be discussed at Exec next month before the August board meeting.

b. Board Self-Assessment

11. Call to Audience/Public Comment - None

12. Adjourn - 9:02