

**MINUTES**  
**Board of Directors**  
**Grand Haven Main Street**  
**July 14, 2022**  
**City Hall, 519 Washington**

**Meeting Called to Order by Chair Cara Galbavi at 7:06 a.m.**

**Present:** Sharon Behm, Jude Boyle, Todd Anthes, Todd Hancock, Joyce Workman, Andy VanderHoek, Dave Garland, Chris Weavers-Stevenson, Cara Galbavi, Bob Warren, Kristin Hubbard

**Absent:** Cathy McNally

**Also Present:** Jeremy Swiftney

**Call to Audience/Public Comments**

Jim Patterson, Elks gave an update on the Elks events for the summer

**Approval of the Consent and Regular Agenda** (removal of the budget from the agenda following a clarification/update regarding PSD funding from Kristin)

*Motion by Sharon Behm, second by Kristin Hibbard, to approve the regular and Consent Agendas.*

**Yes:** Sharon Behm, Jude Boyle, Todd Anthes, Todd Hancock, Joyce Workman, Andy VanderHoek, Dave Garland, Chris Weavers-Stevenson, Cara Galbavi, Bob Warren, Kristin Hubbard

**Abstain:**

**Motion carries**

**Consent Agenda**

- Minutes from June 9, 2022 Board Meeting
- Review and Approve Current Financial Records
- Lakeshore Heritage Grand Program Application

*Motion by to approve the consent agenda by Sharon Behm, second by Todd Anthes.*

**Yes:** Sharon Behm, Jude Boyle, Todd Anthes (via ADA ZOOM), Todd Hancock, Joyce Workman, Andy VanderHoek, Dave Garland, Chris Weavers-Stevenson, Cara Galbavi, Bob Warren, Kristin Hibbard

**Abstain:**

*Motion Carries*

**Recruitment and Retention Parking Campaign**

R & R is requesting \$6.000 to be used in an education capacity concerning parking areas available to residents and tourists. QR codes, stake-holders assistance with the communication, some of the cost is already part of the marketing plan (\$3.500 as part of the marketing plan in Urban and The Pike). Discussion on campaigns/plans that have occurred in the past. Discussion on using funds to bring customers to the area vs awareness campaigns that don't bring in customers.

*Motion by Todd Anthes to approve, but not to exceed, \$6.000, second by Bob Warren*

*Yes: Sharon Behm, Jude Boyle, Todd Anthes (via ADA ZOOM), Todd Hancock, Joyce Workman, Andy VanderHoek, Dave Garland, Chris Weavers-Stevenson, Cara Galbavi, Bob Warren, Kristin Hibbard*

*Abstain:*

*Motion Carries*

**2021/22 PSD Review**

Jeremy reviewed the current year. We are spending less on administration, more on marketing. We also spent less in events (Wine about winter cancellation), and spent more in some areas (banners were more expensive).

**2022/23 PSD Approval**

TODD - WHAT WOULD YOU LIKE IN THE MINUTES HERE....YOU MENTIONED THIS IS IMPORTANT BECAUSE OF PAST .....

**National Main Street Board Self-Assessment (Standards 1 and 2)**

Jeremy stepped us through the first two standards. Discussion on all points. Organization committee is working through the standards. Full board will be updated throughout the process.

**Director's Report**

**Social Zone Update:** Everything is going well, being enjoyed by many.

**Grand Armory Brewing Space:** Discussion on outdoor space request

**MI Main Street October Training:** Jeremy will attend at the beginning of October in Lansing MI

**Chair's Report**

**Director Review:** Reminder to return Jeremy's review to Andy

**Call to Audience/Public Comment**

Nothing Additional

**Meeting adjourned at 8:45 a.m.**

Next meeting is scheduled for 7:00 a.m. on July 14, 2022, at City Hall, 519 Washington Avenue.