



Minutes

Board of Directors - Grand Haven Main Street

March 8, 2018

Council Chamber at City Hall

Chairperson Behm called the meeting to Order at 7:02 a.m. and called roll.

Present: Sharon Behm, CarrieAnne Engels, Mary Janusz, Carolyn Taylor, Cyndi Casemier, Kristin Hibbard, Nicki Schroeder, David Garland, Geri McCaleb, John Steinbach **Also Present:** Diane Sheridan

Absent: Steve Loftis (excused); Bob Warren (excused), Todd Anthes (excused)

Review of Mission Statement, read by Nickie; Vision Statement, read by David; and Position Statement read by Carrie Anne.

Call to Audience/Public Comments: none

Approval of Minutes and Accept the Financial Report

Moved by Geri, second by David, to accept the minutes from the February 8, 2018, meeting and the financial reports from February, 2018. Motion carries.

Appointment of Committee Chairs for 2018

Sharon presented a slate of committee chairs for 2018 to the board:

Promotions: Andy Cawthon; Preservation & Place: Randy Smith; Business Recruitment & Retention: Dana Kollewehr; Organization: Carolyn Taylor. *Moved by Cyndi, support by Nickie to approve the slate as presented. Motion carried.*

Approval of 2018-19 Master Calendar

A master list of dates for 2018-2019 was presented for discussion. To note: Wine About Winter is moved to the 3rd Friday of January, Frozen in Time will be moved to 4th Saturday of Feb. Taste of Main has been moved to 2nd Saturday of October. Artwalk dates are being discussed, but planned within the timeframe of 9/22 – 10/7/2018. *Moved by Geri, support by Carolyn to approve the calendar as presented. Motion carried.*

Historic Preservation

1. Diane discussed the process for a Proclamation recognizing May as Historic Preservation Month at the local level, as was done last year. This year, the Tri-Cities Historical Museum and Historic Conservation Commission have been invited to partner with us on the request to go to City Council on May 7. *Moved by Dave, support by John to request City Council proclaim May is Historic Preservation Month in Grand Haven. Motion carried.*
2. MI Impact Coalition – Diane shared information about this coalition: Restoring State Historic Tax credit for qualified rehab. projects. There is no downside to this benefit, and it's a great tool for property owners to renovate their properties. Executive Committee recommends support of this initiative with the removal of #5 and #6 of the attached document. *Moved by CarrieAnne, support by Cyndi to support Restoration of the State's Historic Tax Credits. Discuss ensued. Dave requested action be tabled until more information about possible amendments added to the bills was researched. Action tabled.*

Transformation Strategy Revisited

Sharon reported that Main Street will assist with paying to rebuild our website as a service to our program this year. "Grand Haven for Life" is suggested as our new Transformation Strategy. This strategy encompasses more broadly what our community is all about, than the "Specialty Retail" identified last year. Diane will continue to work with volunteers and Michigan Main Street on developing goals and measurables for this strategy. *Moved by Geri, support by John to adopt the "Grand Haven for Life" Transformation strategy. Motion carried.*

Downtown Banners 2018 – Cyndi Casemier

Downtown banner designs have been selected. Kids were asked to provide a painting or drawing that depict water-related activities in the area. Six have been chosen and Olmsted signs is working on the final proofs. Last year there were 100 banners produced. The Preservation and Place Committee is spearheading this project again this year as a fundraiser for Main Street programs.

Update on the Lynne Sherwood Waterfront Stadium

Geri provided an update to the board on the LSWS. Most of the contingency funds have been expended to deal with unplanned expenses for ground soil clean up. Anticipate completion by early to mid-June. Early-in-the-season community events planned for the new stadium are being moved to other locations due to the delayed completion. Underground conduit will be installed so that potential art will have lighting options. The memorial sign for Lynne Sherwood will be made out of aluminum. Geri showed a sample of the folding chairs that are being recommended, along with samples of artificial turf and flooring to be used over the concrete athletic zone.

Parking Update

David updated the board that Phase 2 of implementation of short term recommendations is underway. Signage is being worked on, with a consistent look desired for the signage. Map is being created for better identification of parking areas. Safety of access to parking lots is being discussed as the next step.

Conversations have been started regarding changing Franklin and Columbus to two-way streets.

Chairman's Report

- a. Taste of Main - New Date : October 13. Please reach out for sponsorships. Toss any remaining old rack cards from stores.
- b. 2018 Downtown Banners - Banners are available for purchase. Let's sell 100 this year.
- c. Volunteer to represent our board on the new Farmer's Market Committee is needed. Kristin volunteered.
- d. Sharon Behm has been appointed to the Chamber Board, to begin April 1, 2018.

Director's Report

- a. Special Event Final Reports - Grand Armory Brewing (GAB) anniversary event, slated for October, was discussed. Recommend GAB contact their neighbors to inform them of the event. Concerns expressed about not being able to talk with customers in stores due to noise level; recommending afternoon music be acoustic. Recommending that all GAB employees and volunteers be required to park in the County lot for that day, to relieve parking stress caused by lot closure. We are supportive of the event, but have concerns. Diane will forward recommendations to Char Seise for discussion with GAB.
- b. Development in the District – there will be a neighborhood meeting (open house format) at the Community Center on Monday, March 12, to open discussion on a proposed project for the Stanco Property. Proposal is for a phased residential development, with apartments, a boutique hotel and possibly condos. Quality developer with good experience is partnering with the Slagels for this project.

Additional Topics

- Discussion with regard to moving Coast Guard Festival Carnival off Washington Avenue.
- Save March 16 for Early Bird Chamber Breakfast – we are sponsoring this breakfast.
- 100 Friends for \$100 program is getting started.
- Concern over seasonal hours and store closures (on Mondays) was discussed.

Meeting Adjourned at 9:04 a.m.

Minutes recorded by Cyndi Casemier, Vice President

Minutes respectfully submitted by Todd Anthes, Secretary