

SIGNS, SIGNS EVERYWHERE ARE SIGNS



We recognize that signage is very important to the success of your business and we also know that the city regulations can be confusing. Below is a quick reference to help you guide you:

Sandwich Board Signs

- One per building entrance
- Height: max. 4 feet tall
- Sign Area: 6 sq. ft.
- Location: within 2 feet of your storefront/building entrance
- Cannot block pedestrian traffic
- Bring it inside when business is closed
- No permit needed

Wall Sign or Awning Sign

- One per wall/one per awning
- Max 15% of wall area, up to 65 sq. ft.
- Requires a permit.

Projecting Sign

- One per entrance
- at least 9 feet from sidewalk surface
- Sign Area: 12 sq. ft.
- Requires a permit

Window Signs

- Currently under review
- Requires a permit.

Temporary Signs (Banners/Flags)

- Maximum Duration: 30 days per permit
- Requires a \$25 permit

*Please contact the City of Grand Haven
(616) 847-3490*

if you have further questions or wish to apply for a permit.

DO LESS & THINK MORE

ANOTHER WHIZBANG TIP

"When you first start your business, the more you DO the more you make. But after you've been in business a while, there comes a time when the more you THINK the more you make. And since you can't DO and THINK at the same time, you have to figure out ways to DO less and THINK more." ~ *Chris Knight, successful entrepreneur*

Here are some ways to help you do that:

- *Make a list of 3 things that you don't enjoy doing in your business.* Maybe it's writing the schedule, receiving merchandise, designing the windows, or writing your email newsletter. Give those jobs to someone else (inside the company or outside) who loves doing those things. Spend the time you've freed up thinking.

- *Schedule some time for thinking on your calendar and find a special spot to do your thinking.* Library, park, bar, road trip... it only has to work as a thinking spot for you! Count that appointment with yourself as important as any other on your calendar.

- *Get out and go to a conference that forces you to take the time to think bigger and better about your business.* When you get out of your business to work on your business amazing progress can be made.

- *Make a list of business books to read and give yourself some reading goals.* Books are great prompts for deep thinking and force you to stop "doing" for a while.

Being accountable helps force you to take the time to think.

<https://whizbangtraining.com/thinking-vs-doing/>

INTERESTED IN HAVING GROWTH IN 2019?

The Secrets To Surefire Sales Growth In 2019 Revealed! This BRAND NEW, FREE 5-part Master Class is being offered by Bob & Susan Negen beginning February 4. An amazing opportunity to learn how you can grow your sales and improve business! Register here:

<https://whizbangtraining.com/masterclass-sign-up/>

UPCOMING GHMS WINTER EVENTS



WINE ABOUT WINTER
FRIDAY, JANUARY 18
5 PM
Artist Reception @ Tri
-Cities Museum
5:30-9PM
Wine tasting



FROZEN IN TIME
SATURDAY,
FEBRUARY 23
2-4PM



RESTAURANT WEEK
FEBRUARY 15 -24

HOW CAN GHMS WINTER EVENTS BENEFIT YOU?

Special events attract more customers to the Main Street district. Create a plan to use these events to promote your business. Some ideas:

- ◆ Hold a sale that incorporates the event—make it last the whole weekend, patrons will come back to shop your store.
- ◆ Advertise for FREE on social media. Make it fun for your customers to shop at your store—the more events you are involved with, the more access to potential new customers. Share our posts or link yours to ours to cross promote.

FYI...

BE IN THE KNOW BEFORE YOU POUR

With Wine About Winter just around the corner and everyone thinking of adult beverages, we thought it would be helpful to find out exactly what is allowed when businesses (who do not have a liquor license) serve alcoholic beverages to their patrons. We are asked frequently if this is allowed during after-hours events in our local businesses. We contacted Grand Haven Public Safety to review what is and what is not allowed regarding the consumption of alcohol. These rules apply to public special events, as well as private sales, etc. Here is what we learned:

Chief Hawke and Lt. Wright cited the Liquor Control Commission statute MCL 436.1913 that states *"The statute would also prohibit any other non-licensed business from serving or allowing the consumption of alcoholic beverages as part of their business when the consumer had paid for some other service, such as barbershop, hair salon, ... etc. **If the consumers are paying any cover charge, entry fee, donation, or any other fee for any goods or services, OR are purchasing food, ice, mixers or other liquids, the law prohibits allowing the consumption of alcoholic beverages unless the establishment is properly licensed through the Michigan Liquor Control Commission.**"*

This is interpreted to include the sale of retail merchandise or services—whether at the time of the event, or in the future. If the business is charging for or selling anything (even not related to alcohol), consumption of alcohol is not allowed without a license. Any questions? For additional information, contact **GHDPs at (616) 842-3460.**



Main Street (DDA) Board

Carolyn Taylor, *Chairman*
Fifth Third Bank
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Todd Anthes, *Vice-Chairman*
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519 Washington; Grand Haven MI
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(located on the 2nd Floor at City Hall)

WELCOME TO THE NEIGHBORHOOD



Located in delightful Grand Haven at 134 Washington, Pink Lemonade specializes in unique gifts for "children. home. and her." Pink Lemonade has an unique variety for everyone—from your grandmother, to a mom, baby, or even a bride-to-be. Stop in and welcome Jill Zager and Paula Hall, a fabulous mother-daughter team, to Grand Haven Main Street.

MONTHLY COMMITTEE MEETINGS

All Main Street meetings are open to the public. We welcome visitors and your participation. Not sure where to start? Come visit one or more of our "working committees" and see what fits your passion!

DDA Board—*Chair: Carolyn Taylor*

Meets 2nd Thursday at 7 AM; Council Chambers, City Hall

Business Recruitment & Retention—*Chair: Open*

Meets 4th Tuesday at 8:30 AM; Chamber of Commerce Lower Level Conference Room, 1 S Harbor

Organization Committee—*Chair: Carolyn Taylor*

Meets 1st Thursday at 8:45 AM; Council Chambers, City Hall

Preservation & Place Committee—*Chair: Randy Smith*

Meets 4th Monday at 8:30 AM; Basement Conference Rm, City Hall

Promotions Committee—*Chair: Andy Cawthon*

Meets 3rd Tuesday at 8:45 AM; Council Chambers, City Hall

ArtWalk Planning Committee—*Chair: Steve Loftis*

Meets as needed—contact the office for details.

COFFEE WITH THE DIRECTOR



2019 is now continuing its new year journey with great projects underway. To help keep you up-to-date, we're scheduling a drop-in coffee time each month (held on the 4th Friday) where we can discuss topics of your interest. No need to register, just stop by. For this round, we'll meet at Aldea Coffee

4th Fridays—Coffee with the Director

8:30—9:30 AM

Jan 25, Feb 22, Mar 22

As always, you are welcome to call, send an email or schedule an individual appointment to discuss any concerns or ask questions. Please contact me at: (616) 844-1188 or by email at: ds Sheridan@grandhaven.org