



Minutes

Board of Directors – Grand Haven Main Street

February 9, 2017

Council Chamber at City Hall

Present: Sharon Behm, Cyndi Casemier, Bob Warren, Steve Loftis, Carolyn Taylor, Geri McCaleb, Nicki Schroeder, George Gardner, Dave Garland, CarrieAnne Engels, Todd Anthes.

Absent: John Steinbach, Mary Janusz

Also Present: Joel Saukus, Diane Sheridan, Dave Miller, Jim Bonamy, Pat McGinnis

Chair Behm called the meeting to order and did roll call at 7:05 a.m.

Call to Audience/Public Comments - none

Approval of Minutes and Accept the Financial Report

Motion by George Gardener to approve minutes from the Regular Meeting held January 12, 2017, and the Financial Reports for January. Second by Nicki Schroeder. Motion carries.

Appointment of Committee Chairs

Sharon presented the following list of volunteers to head all Main Street Committees for the coming year:

- Business Recruitment & Retention – Todd Sellon, Chair; David Garland, Co-Chair
- Organization – Robert Warren, Chair
- Preservation & Place – Steven Radtke, Chair
- Promotions – Andy Cawthon, Chair

Motion by Steve Loftis, second by Carolyn Taylor, to approve the above slate of Chairs for each of the Committees for 2017. Motion carries.

Budget Review – Jim Bonamy

Jim presented a financial forecast for the coming year. He covered the detail of the tax increment finance mechanism that is paying off the 2006 and 2009 bonds that rebuilt the parking lots and streetscape downtown. Diane walked the board through a detailed line item and department review of the coming year budget.

Motion by Geri McCaleb, support by Bob Warren, to approve the 2016/2017 amended budget and the 2017/2018 proposed budget as presented. Motion carries.

Parking Study Update – Patrick McGinnis

Pat reported that Gerry Slagel and James O'Neil from Stanco had contacted him in late 2016 about restricting parking on the Stanco property at the corner of 1st and Jackson/Harbor. They were concerned about liability issues. The City offered an alternative – the City would lease the property from Stanco for public parking and assume liability associated with public use. Mr. Slagel and Mr. O'Neil agreed, and the City now has a lease to allow parking on the property.

Some improvements may be made this spring to make the property safer (eliminate tripping hazards, improve signage, level off rough areas), but the public will still be allowed to park there most of the time (Stanco retains the right to use the lot any time the need it – possibly at Coast Guard and 4th of July for example).

There is a meeting this Friday with County officials to discuss use of the County parking lots between 4th and 5th Streets on either side of Franklin. Diane, Jennifer and Pat are meeting today to further define goals and expectations for the roll out of the recommendations from the parking study.

Lynne Sherwood Waterfront Stadium Update – Steve Loftis

Steve reported that we are carving out the big asks and presenting giving opportunities to four or five large donors to support the project. Progressive AE is working on construction documents and the bleachers are scheduled to come down after the 2017 summer season (sometime in September).

Pat explained that the City and Museum are working together to find ways to better use the depot museum property. Both boards expressed an interest in converting that building to be a more active asset, drawing more people in and considering alternate uses. The work on the Depot may be a Phase 2 to the project. Dave and Geri confirmed that the Museum Board and City Council are both excited about transitioning the depot building to complement the new stadium project.

ArtWalk Update – Steve Loftis

No meetings yet for the 2017 event, however the event will be undertaken this year and the pieces are in place for year number eight. The full scope of events from last year was impressive, with a strong focus on youth (youth arts competition and 4th grade downtown art day). Our sponsor group is engaged and is likely to continue supporting the event this year. CarrieAnne expressed an interest in a more condensed schedule for downtown involvement, while Nicki finds the extended schedule advantageous. There may be interest in bringing more focus to specific events, concentrating Main Street efforts more efficiently.

Director's Evaluation

Completed on January 10. 80% Board Member participation. Three goals:

1. Improve systems for project management
2. Improve internal communication tools
3. Continue to develop and expand stakeholder relationships, including a monthly “meet with Diane” coffee opportunity at local coffee shops

Diane requested that the Board go into Executive Session to discuss her evaluation.

Request by Cyndi, second by CarrieAnne, to go into Closed Session pursuant to Section 8(a) of the Michigan Open Meetings Act. Motion carries.

Upon reconvening in Open Session, motion by Dave, second by Cyndi, to increase Diane's hourly wage to \$31.45 per hour with no adjustment on July 1, 2017. Motion carries.

Chairman's Report

- i. **Chamber of Commerce Staff Changes:** Dana Kollewehr is now working at the Chamber as Community and Economic Development Manager. David Miller will be transitioning out due to the elimination of the Lakeshore 504 program. He will be bringing Dana up to speed on important details.
- ii. **Save the Catwalk Fundraising:** Sharon, Diane and Geri are meeting with neighboring municipalities to seek support for the catwalk. The efforts will begin in March. Merchants will be encouraged to collect funds for the cause and a volunteer is sought to help with collections. Board members, merchants, employees and others will be asked to wear Catwalk gear and spread the word about how people can help with fundraising. John Steinbeck is sponsoring up to \$2,500 to “seed” additional efforts to raise Catwalk funds. April 21 Chamber Breakfast will be partially sponsored by the Catwalk fundraising effort thanks to John's support.
- iii. This year's downtown banners will feature student artwork. Four elementary, two middle and high school are participating in a competition, with eight selections featured on the banners.

Director's Report

- i. **Final Reports: Trick or Treating, Light Night:** Written reports were provided to members in the packet.
- ii. **Winter Events: Frozen In Time; Restaurant Week:** Frozen in Time is this Saturday. Ballots were printed in color by Verduins. Restaurant week kicks off February 17.
- iii. **February Main Street Training:** Diane attended training this week about how to tell the value of our program more effectively.
- iv. **Staff Vacation:** Diane will be out of the office February 21 – 28.
- v. **Other:**
 - o Grand Haven is the happiest sea side City in the US according to Coastal Living.
 - o Owners of Jean Marie's (Holland) bought the Bregman & Welch building and will open a Grand Haven location in May.
 - o 1st Merit is moving to Huntington Bank on S. Beacon Blvd.
 - o Extended Grace Momentum Center is moving into 714 Columbus.

Additional Topics

- i. Steve suggested that we somehow recognize Winterfest organizers; it is a great event and is very well organized.
- ii. Cyndi announced that a sculpture is being donated to the City – Jack Hillman kinetic structure in front of Hostetters.
- iii. Geri reported that events were great and everything was PACKED during Winterfest
- iv. Tuesday February 21 is the Public Hearing on Short Term Rentals at the City Planning Commission
- v. February 28 Main Street Mixer at 6:30 p.m. at Kirby: please attend!
- vi. All members were given Catwalk buttons to wear.

Minutes respectfully submitted by Carrie Anne Engels