Minutes
Board of Directors
Grand Haven Main Street
November 12, 2020
Virtual ZOOM Meeting
Posted LIVE on MSDDA Facebook Page

Meeting Called to Order by Chair Todd Anthes at 7:04 a.m.

Present: Carolyn Taylor (Grand Haven, MI), Todd Anthes (Grand Haven, MI), Bob Monetza (Grand Haven, MI), Dave Garland (Grand Haven, MI), Cara Galbavi FB, Sharon Behm (Grand Haven, MI), Joyce Workman (Grand Haven, MI), Kristin Hibbard (Grand Haven, MI), Bob Warren, Cyndi Casemier (Grand Haven, MI), Andy VanderHoek (Grand Haven, MI)

Absent: Kyle Doyon

Also Present: Jeremy Swiftney, Vicky Ellis, Pat McGinnis

Approval of Electronic Meeting Procedures
Jeremy explained the reason for approving the new policy – this is a requirement of PA 228 of 2020, the legislation that supplanted the Governor’s Executive Orders in October.

Motion by Sharon to approve the electronic meeting procedures as required by PA 228 of 2020, second by Bob Monetza.

Yes: Carolyn Taylor, Todd Anthes, Bob Monetza, Dave Garland, Andy VanderHoek, Cara Galbavi, Sharon Behm, Joyce Workman, Kristin Hibbard, Bob Warren, Cyndi Casemier

No: None

Motion carries

Call to Audience/Public Comments
None received

Consent Agenda
Minutes from October 8, 2020
Review and Approve Current Financial Reports

Motion by Sharon Behm, second by Cara Galbavi, to approve the items on the consent agenda.
Yes: Carolyn Taylor, Todd Anthes, Bob Monetza, Dave Garland, Andy VanderHoek, Cara Galbavi, Sharon Behm, Joyce Workman, Kristin Hibbard, Bob Warren, Cyndi Casemier

No: None

Motion carries

PSD Update
Jeremy presented the report and presentation he made at the City Council meeting of November 2, 2020.

Sharon advised that this was the third Special Assessment for the PSD. The amount has never been adjusted in ten years. In comparison to Holland’s PSD, Grand Haven is ⅔ the size and ¾ the cost. Finally, Holland has a reserve fund that has worked very well to serve their downtown district.

Todd asked for additional information on the need for a reserve fund. Jeremy explained that the goal of the reserve fund is to have a fallback support tool in case of austerity or an unexpected, sudden need for capital (such as a pandemic).

Cyndi observed that she was pleased to see decreasing administrative costs and increasing marketing investments. She noted that with the substantial public construction projects underway each summer it is very important to market the district so people continue to come downtown in spite of the heavy construction activity.

Todd reminded the Board of the importance of this revenue stream for the continued marketing and operation of the district.

Sharon expressed her belief and support for the PSD. The collective impact of the investment compared to individual costs is staggering. It is great value for all who do business downtown.

Promotions Events Update
Vicki reported that they created loot bags in October. We got about 150 people downtown, which was acceptable given public health concerns.

Light Night is the weekend of November 20. It is not just a three hour event – we are trying to spread the crowd out and draw people in over a longer period of time. Vicky will be on WOOD TV and WGHN, Sharon will present at the virtual Chamber breakfast and Jeremy will be on WAWL to promote the weekend celebration.

Wine About Winter will be postponed due to public health interests. The hope is that it can still happen in late April and have a successful event. We will put a pin in Frozen in Time. Instead we will promote Snowmen on Main is a possibility during the winter months. Those wishing to participate in the snowman contest can call Vicky at (616) 212-0900
Chair’s Report
City has implemented a “Keep Grand Haven Safe” plan that will cause Jeremy and Vicky to do much of their work from home.

We’ll need a new slate of officers for the coming year. All interested board members should step up now so we can present a complete slate for Board consideration.
On street/sidewalk/parking lot sales are planned for 2021, and details continue to come into focus.

Director’s Report
Explained plans for holiday spending on marketing. Radio and TV advertising will start up about November 20 and continue for 30 days. Ads, bags and lighting is a $12,000 expense.

Peerless Flats will be on the City Council agenda again for a second reading of the PSD ordinance.

Jeremy is doing a live historic tour on Saturday night, November 14, at 8:25 – 8:50 with the Michigan Historic Preservation Network. Businesses are all asked to leave their lights on.

Sharon asked if Jeremy might be able to secure a billboard to remind motorists that we have a year – ‘round downtown in Grand Haven.

Call to Audience/Public Comments
Chris Girard, 16 Washington Ave, commented on Facebook LIVE feed that he was concerned about increasing rates on the PSD during a pandemic.

Board Comments
Cara asked if we could report current expense and proposed cost with information we send out on PSD proposed changes.

Cyndi advised that it would be good if we could access SBA support to assist owners in electronic marketing efforts. Joyce offered to connect with Jeremy and others to maximize cost free efforts to assist owners with social media and electronic outreach.

Meeting Adjourned at 8:12 a.m.

Next meeting December 10, 2020