Minutes
Board of Directors
Grand Haven Main Street
December 10, 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 (Comstock Park, MI), Cara Galbavi (Ferrysburg, MI), Sharon Behm (Grand Haven, MI), Joyce Workman (Grand Haven, MI), Kristin Hibbard (Grand Haven, MI), Bob Warren (Grand Haven, MI), Cyndi Casemier (Grand Haven, MI), Andy VanderHoek (Grand Haven, MI), Kyle Doyon (Grand Haven, MI), Kristin Hibbard (Grand Haven, MI)

Absent: None

Also Present: Michael Schroeder (Downtown Professionals Network), Jay Schlisog (Downtown Professionals Network), Dana Kollewehr (MEDC), Leigh Young (MEDC), Pablo Majano (Michigan Main Street), Tony Garcia (Michigan Main Street), Joe Frost (Michigan Main Street), Jeremy Swiftney, Vicky Ellis, Pat McGinnis

Call to Audience/Public Comments
None received

Consent Agenda
Minutes from November 12, 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, Bob Warren, Cyndi Casemier, Kristin Hibbard

No: None

Motion carries
2021 Main Street/DDA Officers Slate Presentation
- Chair - Todd Anthes
- Vice Chair - Cara Galbavi
- Treasurer - Kristin Hibbard
- Secretary - Andy Vanderhoek

This slate will be voted on at January meeting.

Chair’s Report
City Council held a pivotal vote on the MSDDA PSD request on Monday, December 7. There are two more resolutions and one more public hearing to go before the process is complete.

Jeremy has applied to participate in Leadership Connect, half the cost was awarded through the Chamber Foundation, and Jeremy was accepted.

Director’s Report
Shared a spot that is running on WZZM at some very attractive time slots.

Lamar is giving us quotes on billboard placement during post-holiday lull. Jeremy is looking for feedback on good tags to convey the value of shopping in Grand Haven during the winter months.

Vicky reported on the Snowmen on Main project (in lieu of the Frozen in Time event this winter). February 13 – February 20, juried and popular vote and will coincide with end of season sales downtown.

Downtown Futures Service Presentation
Jay Schlisog and Michael Schroeder from Downtown Professionals Network presented Downtown Grand Haven Futures, a 40 page study accompanied with a “poster plan” that captures the highlights and directions moving forward.

106 respondents to a survey indicated they would like to open a business in downtown Grand Haven, and 64% of respondents indicated they would like to live here. Both of these are unusually high number in the consultant’s experience.

Not seeing a pattern of decline. We seek incremental, evolutionary change, not quick, revolutionary change. As many humans as possible enjoying the space available. Hilltop interrupts commercial flow, but we can make improvements to attract people to walk the three blocks between Downtown and Centertown.

Possible areas for change:
- Clinton Avenue Row Homes along south side of County parking lot
- Color the streets to indicate continuance of downtown district (chip and seal example)
- Lack of whimsy – rescue boat seating and dune seating/planter examples. Maybe one new element per block in Downtown and Centertown. Breaks from the well-crafted but monolithic streetscape attitude.
- Centertown Commons may solve ‘gappiness’ issues. Change parking area into area that can sometimes be used for activities; fill space with trees and leaf stencils on asphalt.
• Convert Sherwood Forest into children’s “wave” play area to connect Washington with Parking areas
• Prominent signage in Centertown could be crafted by local makers to reflect the local attitude of this part of the district
• Convert first block of Washington into permanent gathering/programming space versus ad hoc seasonal use (could still keep one lane of traffic)
• Integrate market hall into a new building on Harborfront parking lot facing Washington

Next steps are honest, open conversation about the many ideas presented followed by a process to create support and buy-in.

Call to Audience/Public Comments
None

Meeting Adjourned at 8:48 a.m.

Next meeting January 14, 2021