



Minutes

Board of Directors

Grand Haven Main Street

February 9th, 2023

Grand Haven City Hall – 519 Washington Ave

Meeting Called to Order by Chair Joyce Workman at 7:01 a.m.

Present: Joyce Workman, Todd Anthes, Chris Weavers-Stevenson, Kristin Hibbard, Cara Galbavi, Cathy McNally, Judy Boyle, Laura Girard, Todd Hancock, Kelly Larson, Lynn Negen

Absent: Nathan Patterson, Bob Warren

Also Present: Jeremy Swiftney (staff), Ashley Latsch, Emily Greene (Finance), Nick Brown (Treasurer)

Call to Audience/Public Comments

No Comments

Acceptance of Regular and Consent Agenda

Motion by Cathy McNally, second by Cara Galbavi, to accept the Consent and Regular Agendas as presented on today's agenda. Motion carries.

Yes: Lynn Negen, Kelly Larson, Todd Hancock, Laura Girard, Judy Boyle, Cathy McNally, Cara Galbavi, Kristin Hibbard, Chris Weavers-Stevenson, Todd Anthes, Joyce Workman

No: None

Abstain: None

Consent Agenda

Review and Approve Minutes from January 12th, 2023 Board Meeting.

Motion by Todd Anthes to approve, second by Cara Galbavi, to approve the consent agenda as presented with the amendment of the Craft Beer Crawl Date from February 25th to February 18th. Motion carries.

Yes: Lynn Negen, Todd Hancock, Laura Girard, Judy Boyle, Cathy McNally, Cara Galbavi, Kristin Hibbard, Chris Weavers-Stevenson, Todd Anthes, Joyce Workman

No: None

Abstain: Kelly Larson (Was not a board member at meeting)



2023 Annual Report Presentation

Jeremy gave a summary of the 2021/2022 Annual Report created for outreach, recruitment, and educational purposes. This 4-page document is able to be used on Social Media, mailings, and paper hand-outs at events to better position our organization as an expert and attract and assist businesses.

Mayor McNally requested information regarding where the strategic goals came from and how they were developed. Jeremy informed the board that these were developed in conjunction with the Main Street Board and Michigan Main Street. Discussion was shared of some minor thoughts of changes regarding Peerless Flats, its use not being full year-round residents, but some executive suites and possible long term summer residents. There was also discussion regarding making snowmelt more prominently displayed in future editions of the annual report, as it is a widely popular community asset.

2023 Wine About Winter Review

Jeremy gave a summary of the 2023 Wine About Winter Event recently wrapped up. 2023's event sold less glasses than the previous event in 2020, but revenues were higher than ever in 2023, including record wine ticket sales. There was roughly a profit of \$11,000, with total revenue topping \$19,200

Joyce asked Tenden, JW's Wine Shop, Fortino's, and Surf Shop what their experiences were from the event. Tenden said it was a great way to bring people in to the store that may not have otherwise, but the sales did not reflect a busy night. However, he is optimistic that the exposure will result in future sales. All locations reacted positively to the night's festivities, and to the changes we made for 2023. Kelly highlighted these as having more centralized locations for ticket sales/glass sales at Harbourfront, Fortino's, Borr's, and Guitar Haven. This allowed our merchants and wine venues to focus on sales and customers, not on selling wine tickets as well. We also added the capability to take credit cards at all locations to create an easier process for our visitors.

Treasurer's Report

Jeremy introduced Emily Green, Finance Director, and Nick Brown, Treasurer from the City of Grand Haven. Discussion was had regarding the funding sources of the DDA, including the PSD, Tax, and grants. Emily walked the Board through the Fiscal Year 2021/2022 final audit of the GHMSDDA Finances. Emily also discussed the current TIF Bonds the DDA took out for the Downtown Parking Lots and the Downtown Snowmelt. As shown these bonds are in good standing, and on track for payoff of the bonds as planned. Nick Brown also explained the process of the TIF funding and the property value capture process.

Motion by Cathy McNally, second by Kelly Larson, to accept the current fiscal year financials and the finalized audit financials from fiscal year 2021/2022 as presented.

Yes: Lynn Negen, Kelly Larson, Todd Hancock, Laura Girard, Judy Boyle, Cathy McNally, Cara Galbavi, Kristin Hibbard, Chris Weavers-Stevenson, Todd Anthes, Joyce Workman

No: None

Abstain: None



Director's Report

- Match on Main Applications – Update that R&R Sub-Committee was formed, and applications are moving forward for Momentum Center and for the Former Kozak's project. Applications due by 5pm, 2/24/2023
- 3-Hour Parking Season – Discussion is occurring at R&R and with Downtown Merchants regarding the length of the 3-Hour parking "season"

Chair's Report

Joyce let everyone know that the Third Thursday of every month, she will be at Odd Side with Executive Director Jeremy Swiftney for any stakeholder to come and discuss any items or thoughts from 9:30am to 10:45am.

Call to Audience/Public Comments

No Comments

Meeting adjourned at 8:17 a.m.

Next meeting is scheduled for 7:00 a.m. on March 9th, 2023, at the Grand Haven City Hall, 519 Washington Avenue.