

Village of Pentwater - Downtown Development Authority
DDA Regular Meeting Minutes – April 10, 2025, 8:00 a.m.
Held at Park Place – 310 N Rush Street

I. Call to Order and Pledge of Allegiance

Chair Shotwell called the meeting to order at 8:02 a.m. followed by the Pledge of Allegiance.

II. Roll Call

Present: Barnes, Haack, Henley, Prescott, Saunders, Shotwell, Williams

Absent: Marshall, Nagel

Also present: Village Deputy Clerk/Treasurer Bieri, Village Administrative Assistant Theeuwes, Village Manager Rachel Witherspoon (arrived at 8:50 am), and Chris Conroy

III. Approval of Agenda

Motion by Prescott, supported by Shotwell, to approve the agenda as presented.

In reference to Agenda Item 8A, regarding Annual Office Appointments, a suggestion was made to speak with Village Council President Mary Marshall regarding adding more DDA Board members.

Voice vote: Yes: 7; No: 0. Absent: Marshall, Nagel. Motion carried 7-0.

IV. Approval of Minutes

Motion by Barnes, supported by Saunders, to approve the Regular Board Meeting December 13, 2024 & Special Budget Meeting March 3, 2025, as presented.

Voice vote: Yes: 7; No: 0. Absent: Marshall, Nagel. Motion carried 7-0.

V. Comments from the Chair: None.

VI. Committee Reports

A. Treasurer Report: Prescott presented the Financial Reports and Check Disbursements:

1. Check Disbursement: Motion by Shotwell, supported by Barnes, to approve check disbursements as presented.

Roll Call Vote: Yes: Barnes, Haack, Henley, Prescott, Saunders, Shotwell, Williams

No: 0. Absent: Marshall, Nagel. Motion carried 7-0.

2. Financial Report: Motion by Shotwell, supported by Barnes, to receive the financial reports as presented.

Roll Call Vote: Yes: Barnes, Haack, Henley, Prescott, Saunders, Shotwell, Williams

No: 0. Absent: Marshall, Nagel. Motion carried 7-0.

B. Christmas In the Village: Barnes stated she has received a lot of positive comments about last year's Christmas in the Village

C. New Year's in the Village: A suggestion was made, and a brief discussion followed to reach out to Jeff Hodges to continue to collaborate with New Year's in the Village

D. Hancock Improvement: Haack stated there has not been any meeting regarding Hancock Improvement. Discussion focused on the direction of the Hancock Improvement Committee. Williams asked, "Is Hancock Improvement" too big? Barnes questioned if they could "narrow" it down? Haack suggested speaking with Witherspoon with concerns that a lot of "major" projects are too costly for the DDA. Saunders stated it seems overwhelming, and they are losing momentum and slowing down. Prescott asked if they could reach out to the public more? Haack mentioned his "Proposed Block Captains Program" which was provided to the Board: make a list of possible tasks each team could do; asking residents/businesses to help

to address a common statement of “**They** need to take care of that”. Who is “**they**”? Can we get help to change “**they**” to “**us**”. Responsibilities may include landscape areas, solar lights, trees, trash cans, shepherd hooks, historical plaques, bowls of water for dogs. Could we deploy the helping hands from the Pedal Project to assist with other projects, seasonal decorations, safety. Williams suggested using Facebook to recruit help for the “Captain’s Block”. A main concern for the DDA is getting any projects up and running, during the board’s businesses busiest time. Village Manager Witherspoon stated she will research how the DDA could grow “long term”, 3-5 years, while helping to incorporate their ideas, and possibly help with a financial revenue stream. She also suggested they consider a paid position such as an intern to help with coordination of projects and ideas.

- E. Village Green Cameras and Wi-Fi: Shotwell said he will be contacting Angell to get the internet stopped. Saunders stated she could possibly help.
- F. The Petal Project: Williams shared that he has been getting a lot of compliments. People seem to enjoy seeing the “pops of color”. Planning on putting pictures on Facebook of the flowers. May investigate fencing to keep the flower beds clean. Regarding the Oceana County Foundation Daffodil fund, need to check with Mary if it is OK with Steve Bass to use his donation on other projects.
- G. Adopt-A-Block: Haack wondered if this should be moved under the “Hancock Improvement”.
- H. Music at the Marina: Saunders is checking with Andy Henley about getting musicians, thinking of moving the time to 3 – 5, and maybe having it for 6 weeks instead of 8; thinking about sponsorship signs.
- I. Water Tower area: Saunders is looking at working with the “Building & Grounds Committee” and doing something with the little park on 3rd Street. Maybe one location a year?
- J. Hancock Street Safety Concerns: Discussion was held with some ideas to slow people down. Maybe more signs. It was felt the school zone is a safety concern as well.

VII. Unfinished Business:

- A. Discussion regarding getting shepherd’s hooks, prices on baskets and getting flowers from Marianne, as well as the DDA taking over the electronic sign, which Witherspoon said she would get info on.

VIII. New Business

- A. New Officer Appointments
 - Motion by Shotwell, second by Haack to appoint Ryan Williams DDA Chair
Voice vote: Yes: 7 No: 0 Absent: Marshall, Nagel. Motion carried 7 - 0
 - Motion by Shotwell, seconded by Barnes to appoint Brian Prescott as Co-Chair
Voice vote: Yes: 7 No: 0 Absent: Marshall, Nagel. Motion carried, 7 - 0
 - Motion to by Haack, second by Barnes to appoint Mark Shotwell Treasurer
Voice vote: Yes: 7 No: 0 Absent: Marshall, Nagel. Motion carried, 7 – 0
- B. Resolution No. 2025-03-04 DDA Meeting Dates for 2025
 - Motion by Barnes, seconded by Saunders to approve the 2025 meting dates as presented.

XI. Adjournment

Motion by Barnes, seconded by Haack to adjourn the meeting at 9:19
Voice Vote: Yes 7 No 0 Absent: Marshall, Nagel Motion carried 7 – 0

Respectfully submitted,

Michelle Bieri
Deputy Clerk/Treasurer

Next meeting held at Park Place Meeting Place Thursday May 8, at 8:00 am