



**City of Hudsonville – Advisory Committee
Minutes
August 8, 2018**

Members present: Helen Cnossen, Larry Gemmen, Greg Steigenga, Ashley Prins, and Jennifer Blood. Members absent: Ben Mol, Matt Harris.

Staff present: Patrick Waterman, Michelle Fare, Cindy Bolhuis.

1. **Welcome:** Steigenga called the meeting to order at 3:00 p.m. and welcomed everyone.
2. **Consent Agenda:** There was a motion by Gemmen, second by Blood, to approve the consent agenda. Motion passed.
3. **Updates:**
 - **Status of Marketing Efforts:** Bolhuis reviewed the marketing efforts that have been put into place including coupon direct mailer, advance ads, Wood TV ad, posters & flyers. She also shared that she is working with MIFMA to gather more recommendations. Cnossen reported that the vendors are feeling a little bit better.
 - **Market Traffic:** Bolhuis reported actual traffic numbers to the board. She will bring a chart showing weekly traffic to the next meeting.
 - **Customer Appreciation Day:** Bolhuis updated the board on special themed days planned for the rest of the market.
 - **Event Rentals:** Bolhuis reported that the events are going really well. There are still issues with Busy Bea being reliable about set ups.
 - **Workspace Update:** There are 12 people total. The board requested that Bolhuis survey the members about how they are using the space (normal working hours), as well as survey potential renters to see if there is a good fit for when people might be in to add a few more renters.
4. **Discussions:**
 - **Handicap parking:** Bolhuis shared a challenge with the lack of handicap spaces. The board discussed solutions.
 - **Video:** Bolhuis shared about a rental that had underage drinking and inquired as to whether video footage was able to be shared with renters. The board agreed that there is an expectation of privacy and that staff cannot share video footage without a legal request.

The meeting was adjourned at 4:15 p.m.