



MINUTES
Special Meeting of Principal Shopping District
May 18, 2022

CALL TO ORDER

Chair Cooper called the meeting to order at 8:02 AM. The meeting was held at City Hall located at 28 N. State Road, Newaygo, MI 49337.

Roll Call: Present: Brock, Clor, Cooper, Faulkner, Fedell, Friar
Absent: Nelson, Parsley, Slominski
Also Present: Jon Schneider: City Manager, Kim Goodin: Recording Secretary

Motion by Fedell, second by Faulkner to excuse absent members. AIF/MC

Motion by Fedell, second by Friar to approve the agenda as presented. AIF/MC

APPROVAL OF MINUTES

Motion by Fedell, second by Faulkner to approve the 04/13/2022 PSD regular meeting minutes. AIF/MC

PUBLIC COMMENTS

BOARD BUSINESS

Motion by Fedell, second by Cooper to approve Sign Permit at 12 Wood St. Yeas: 5 Nays: 1- Motion Carried. The proposed sign permit is for a real estate office and includes a portrait of the real estate agent. Board discussed portrait being located on a building sign and said that real estate agents usually have their portrait on business cards and signs. Board said that it may be different if portrait was on a sign that was not a real estate office. Susan Gray, applicant for sign permit, was present and stated that her business marketing and branding mentors say that her portrait is part of her brand and recommend placing her portrait on the building sign.

Motion by Fedell, second by Faulkner to approve Sign Permit for 73 State Rd. AIF/MC Pictures show that the same sign mounts will be used with an updated sign for the new business moving into 73 State Rd.

Motion by Faulkner, second by Friar to approve Sign Permit for 12 Quarterline Rd. AIF/MC Schneider said that a local vendor, Third Coast Creative owned by Myles Cronk and Hannah Harrington, had designed the logo and signage for the museum. Schneider said that all the proposed museum signage met ordinance requirements.

Motion by Fedell, second by Faulkner to approve painting of 14 State Rd., to compliment color of 18 State Rd., and the installation of glass overhead doors on front and side of 14 State Rd. as indicated in submitted photographs. AIF/MC Schneider stated that the owner is trying to paint the brick on the 14 State Rd. building to match the brick on the 18 State Rd. building. Board discussed glass garage doors indicated on pictures. Schneider said that eventually restaurant plans would be presented to the Planning Commission Board and Signage would come to PSD Board.

Schneider asked Board how they felt the current sign permit process has been working. Board comments were:

- Current process helps keep signs more professional and consistent in the downtown
- Applicants have general knowledge of what is acceptable and what is not acceptable
- Want to maintain certain style for the downtown
- PSD Board wants to help new businesses succeed

Schneider said that he had put together a PSD Board Manual and discussed the categories that he had included in the manual. He will email the manual to all PSD Board Members and place the manual on the City website.

PUBLIC COMMENTS

BOARD MEMBER COMMENTS

Schneider gave an update on a tree that will be removed by Friar's building at 47 N. State Rd. He said that the tree will be removed; sidewalk along that stretch of Wood St. will be replaced and that a crosswalk to Christian Healthcare Center will be installed in the next few weeks.

Motion by Copper, second by Fedell to adjourn the meeting at 8:35 am. AIF/MC

PSD Recording Secretary/City Clerk-Kim Goodin