



MINUTES
Special Meeting of Principal Shopping District
August 24, 2022

CALL TO ORDER

Chair Cooper called the meeting to order at 7:32 AM. The meeting was held at City Hall located at 28 N. State Road, Newaygo, MI 49337.

Roll Call: Present: Brock, Cooper, Faulkner, Fedell, Friar, Parsley (arrived at 7:35am)
Absent: Clor, Nelson, 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 Brock to approve the 07/13/2022 PSD regular meeting minutes. AIF/MC

PUBLIC COMMENTS

BOARD BUSINESS

Motion by Fedell, second by Faulkner to approve Sign Permit at 65 State Rd.-Illuminate Counseling & Wellness. AIF/MC
Schneider explained that if an additional business should locate to the other vacant suite in the building that this proposed sign allows for a second sign underneath, meeting the height requirements.

Motion by Fedell, second by Parsley to approve Façade Permit for a mural at 73 State Rd-Riverwalk Nutrition. AIF/MC
Pictures of mural were included in board packets showing the design and location of the mural.

Fedell and Schneider explained that the City Sign Ordinance needs to be amended to comply with standards resulting from past court rulings. Fedell said that the City is looking at a new City Hall/Library sign and would like to consider the option of having a digital reader board below the permanent City/Library Sign. Currently, the sign ordinance in the Principle Shopping District does allow for reader boards, but not digital reader boards. Schneider said that they will be working on the Sign Ordinance over the winter months and are currently looking for initial thoughts and comments from the PSD Board. The board and Schneider discussed various options and possible regulations regarding digital reader boards.

PUBLIC COMMENTS

BOARD MEMBER COMMENTS

Schneider answered questions relating to paving in the South Parking lot stating that it is complete for this year. He stated that the Chamber informed him that products have been ordered for the Social Zone.

Motion by Faulkner, second by Fedell to adjourn the meeting at 8:05 am. AIF/MC

PSD Recording Secretary/City Clerk-Kim Goodin

08/24/2022