

Sparta Downtown Development Authority
And Sparta Chamber of Commerce Joint Meeting
MEETING MINUTES
JANUARY 21, 2021
75 N UNION, SPARTA, MI 49345

Meeting called to order at 7:49 am by Cheslek.

Members present: Freeland, Shangle, Whalen, Lamb, Potes, Cheslek, Bush, Baker, Jacobsen

Also Present: Elizabeth Morse, DDA Director; Maryann Wright, Events President;

New Business

- A. Recap by Sparta DDA Director Elizabeth Morse of 2020 year and forecast for 2021 year. Proposal for 2021 plan presented included:

Events: Going to make 2021 as normal as possible; Seeking new volunteer committee chairs and volunteers when possible. Adding new Thursday nights activities in Town Square including a farm and artisan market; adding a new spring carnival and sidewalk sales event in May; honor previous traditions like Town & Country Days and Apple Fest; continuing with Concerts in Rogers Park and Bash at the Nash on select Friday nights. Changing sponsorship options to sponsor things that cannot be canceled.

DDA: Continue focusing on placemaking elements as a top priority (making the downtown feel friendly, welcoming, and vibrant); focus on parking lot redesign for pedestrian safety in Arches Parking lot by Town Square; Continuing Nash Creek Bank Enhancements; adding a social district to the downtown; creating physical improvements in downtown and Town Square area; Adding extra Christmas Lights in 2021; and relaunching 3-4 murals created and installed for 2021

Chamber: Strengthen and broaden the Shop Local campaign into other industries such as office and service; Continue Sparta Bucks and grow program with new merchants; Continue strong community communication via social media, Printed Sparta TODAY Newspaper, and Blog/website; continue to be the hub of communication to share the positive stories happening in our community

Public Comment – None.

Meeting adjourned by executive privilege at 8:30 am.