

Sparta Downtown Development Authority
And Sparta Chamber of Commerce and Sparta Events Joint Meeting
MEETING MINUTES
FEBRUARY 8, 2022
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 Freeland, Baker, Carpenter, Lamb, Wright, Cooper, Whalen, Penland, Cheslek, Potes, Shangle, Benham, Raclawski, Knauf, Braybrook

Also Present: Belliel, Baltruczak, Morse, Gallagher

A. Recap by Sparta DDA Director Elizabeth Morse of 2021 year and forecast for 2022 year.

Proposal for 2022 plan presented included:

Events: A huge year ahead with weekly Wednesday concerts AND Thursdays on the Square each week! Bigger festivals include: a new Beer & Brat Fest and the Sping Carnival, Apple Fest, and Shop Sparta Tree Lighting and Lights Parade. Additionally, we are keeping Town Country strong by moving back to its roots of simple family fun with traditional elements like Parade and Farm Night. Targers for this year include building on past two year targets (keep it clean, create raving fans) with “communicate” as must as possible what is happening ahead of time and additionally telling the positive stories of what happened after the fact to people who missed it.

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 with improvements including a new stage, improvements to the turning area and south side of the shipping containers, and a new trash enclosure in the parking lot; Continuing Nash Creek Bank Enhancements by working with Sue Blackall on her master plan; adding a social district to the downtown; continuing creating physical improvements in downtown and Town Square area; installing the mural project started in 2021; creating solutions for positive stories about the momentum.

Chamber: Strengthen and broaden the Shop Local campaign efforts; 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 both locally and regionally.

Meeting adjourned by executive privilege at 8:45 am.