

**VILLAGE OF BARODA  
DOWNTOWN DEVELOPMENT AUTHORITY  
Sign Committee Minutes  
February 23, 2012**

**In attendance:** Jim Demski - Baroda Tap & Grille, Audra Johnson - Hometown Deli, B, Don Turney - Village of Baroda Council, Len Olsen – Founder’s Winery, Chuck Eckenstahler - Economic Planning Consultant, Martin Smith - Andrews University Architecture and Greta Hurst - Downtown Development Authority and Tabula Rasa Gallery

**Absent:** Gunner Olson - Founder's Winery Chris Moersch - Round Barn, Brian Bavido - Full Range Sound, Larry Klug - HFS Tractor (Fire Chief), Dave Schultz - Baroda Township Planning Commission,

**Others:** Frank Small, Suzy Barnes – Bridgman/EGA Sign Committee, Jessica ? – Round Barn

**Introductions**

Chair G. Hurst called meeting to order at 6 pm with attendees’ introductions.

**Committee Meeting Objectives – finalize number, type and location for signs**

Chair G. Hurst and M. Smith summarized past meeting. Greta announced C. Moersch communicated Wine Trail permission to use logo. M. Smith presented sign location aerial maps and illustrations of how signs would be ground level viewed from automobiles.

Discussion centered on –

**A. The number & location of signs - approved by consensus**

1. Shawnee & Cleveland
2. Lemon Creek & Cleveland
3. Lemon Creek & First Street
4. Hills Road & Shawnee
5. Hills Road & Ruggles (Village Limit)
6. Singer Lake & Hills Road
7. Local business Kiosk in downtown location (flagpole)

**B. Sign content special committee designated**

L. Olsen, J. Demski and A, Johnson to meet with M. Smith to finalize color and content.

***Meeting scheduled for March 1st – 6 pm –***

***Founder’s***

**C. Objective for next meeting**

Finalize signs types, color, and content – approve bid specifications – discuss financing method

**C. Schedule of full committee actions**

1. March 8 – 6 pm Founder's - next meeting – A. Johnson to serve as Chair
2. March 15 6 pm – Founder's - date for follow up meeting, if needed
3. March 12 or 19 – presentation to DDA – costs & funding
4. April 2 – Village Council – authorization of contract for sign construction and installation

**C. Frank Small proposal to construct & install signs**

F. Small present a sign concept and discuss interest in constructing and installing signs. Opportunity to bid on project upon finalization offered.

**Other Matters**

**Suzy Barnes - Bridgman City & EGA** introduced and spoke of cooperative interest, especially of long-term cooperation for design of Exit 16 Entry way and other joint signage/advertising promotion activities.

M. Smith will meet with Bridgman/EGA sign committee to identify sign locations & prepare view images to bring Bridgman/EGA work to same level as Baroda. Meeting to be held March 28 or 29th

**Expo Arena**

C. Eckenstahler presented an EGA sponsored Declaration of Support resolution for the Expo Arena noting their projected annual attendance figure of 60,000-120,000 most of which is expected to arrive via Exit 16 and travel down the Lake Street – Shawnee Road Corridor. EGA requests all partners of Wayfinding project to approve upon which a photo op signing event with the Fair Board will be schedule. Approvals have been granted by the Bridgman City Council, Baroda Business Association and Bridgman/EGA Sign Committee.

Approved - motion by J. Demski, 2<sup>nd</sup> by L. Olsen.

**Next Meeting**

**March 8 - 6 pm Founders Winery**