

HERITAGE HILL ASSOCIATION (HHA)
Board of Directors Meeting Minutes

Date: April 15, 2026

Location: Trinity Health

Time: Meeting called to order at 7:04 PM by President Kim Lucas

Board Members Present: Kimberly Lucas, Jeff Phillips, Jeremy Czubko, Jennifer Meeks, Chris Irvine, Cathy Bosscher, Denise Cook, Julia Hawkins, Katie Heneveld, Michelle Hoexum

Staff Present:

Public Present: Wayne Norlin

1. Call to Order: Meeting called to order by K.Lucas at 7:05 PM.

2. Public Comment:

3. Approval of February/March Minutes: J. Meeks moved to approve the February and March minutes with corrections. K. Lucas seconded the motion. Motion carried.

J. Meeks requested that prior zoning-related communications and materials be compiled and distributed to the Board for reference. She noted that this action had been requested previously but had not yet been completed.

4. President's Report – K.Lucas: K. Lucas reported that the Association was awarded a CDBG grant in the amount of \$57,700 and that the Home Tour permit application had been submitted. Office hours have been updated to Monday–Thursday, 10:00 a.m.–3:00 p.m., and Board members were encouraged to assist with office coverage.

The Board approved the City of Grand Rapids' required resolution and signature authorizations, designating K. Lucas, J. Czubko, C. Bosscher, and D. Cook to execute grant agreements and related City documents, and authorizing K. Lucas and D. Cook to approve payment requests and cash expenditure reports associated with the grant.

Financial updates included the correction of duplicate payments to WAM Printing and Trinity Health, resulting in account credits. Outstanding invoices for office cleaning services were brought current, and the service was discontinued following Executive Committee approval.

K. Lucas reported on ongoing office improvements and organization efforts, including building repairs, consolidation of Association signage, and volunteer-led office cleanup projects.

Updates were also provided on Home Tour volunteer recruitment and efforts to consolidate volunteer records. The Board discussed the need for additional volunteers for both the Home Tour and the Herald. The deadline for the next Herald is May 18, and Board members were asked to assist with content and advertising updates.

D. Cook introduced an ArtPrize community art installation for Heritage Hill. Because of the Association's nonprofit status, the project application was submitted by D. Cook and K. Lucas, along with their spouses, rather than by HHA directly.

The project would engage neighborhood residents in creating dragonflies for a public art display along College Avenue SE. The goal is to install approximately 300 dragonflies, each measuring approximately 54 inches by 3.5 feet. Participants would provide a \$50 deposit, with the potential for a partial refund if grant funding is secured. D. Cook reported that grant funding has been applied for to support the project.

K. Lucas noted that the Board does not typically hold a meeting in July. J. Meeks moved to cancel the July 2026 Board meeting. J. Hawkins seconded the motion. Motion carried.

Carly's contract will conclude on June 30. With CDBG grant funding now available, the Board discussed exploring a longer-term staffing solution.

K. Lucas, D. Cook, and C. Bosscher will oversee grant administration to ensure full utilization of available funding. The Board also discussed implementing processes for tracking and documenting grant-related activities and expenditures, with D. Cook assisting in those efforts.

5. Treasurer's Report – C. Bosscher: C. Bosscher reported that M. Rich will be handling payroll tax filings. The Association currently has approximately \$117,000 in the bank. Eventbrite is now remitting ticket sale proceeds on a biweekly basis. Overall, the Association's financial position remains strong.

6. Committee Reports (written reports for all committees submitted in advance):

Home Tour: D. Cook reported that Home Tour yard signs are expected to be installed during the week of April 20. Ticket sales continue to exceed expectations, with 542 general admission tickets, 22 VIP tickets, and 11 Cocktails & Curiosities tickets sold to date. For comparison, approximately 50 tickets had been sold at the same time last year.

The committee is focusing on increasing VIP ticket sales. Discounted group ticket packages have been created and will be processed through the HHA office rather than Eventbrite. VIP ticket sales will close on May 5 to allow for event planning and catering preparations.

D. Cook reported that sponsorship commitments total approximately \$7,000, with \$4,500 collected to date. Additional sponsorship opportunities remain available.

The Board discussed ongoing marketing efforts, including social media promotion, outreach to historic preservation and architecture groups, and partnerships with local media and influencers. Recent media coverage resulted in a noticeable increase in ticket sales. Experience Grand Rapids and other local influencers will also be promoting the event. In addition, the Michigan Historical Society will promote the Home Tour through its membership network in exchange for HHA hosting walking tours during its September conference.

The committee continues to recruit volunteers and encouraged Board members to assist with volunteer outreach and social media engagement.

VIP Night will include a silent auction, with approximately 12 items anticipated. Donations secured to date include a private in-home chef experience from Partage. C. Bosscher reported meeting with leadership at the Meyer May House to explore additional silent auction opportunities.

D. Cook provided an update on 255 Paris Avenue SE, which will serve as a preservation education site during the Home Tour. The home will be staffed by current and former Historic Preservation Committee members and will include information on historic preservation, lead abatement, and preservation best practices.

Motion: D. Cook requested approval of up to \$300 for commemorative stickers to be sold during the Home Tour. All members approved. Motion carried.

Land Use: W. Norlin provided an update on the Corewell Health project. A planned meeting between the Land Use Committee and Corewell Health was postponed due to scheduling conflicts and the absence of several committee members. Efforts are underway to reschedule the meeting once all key participants are available.

W. Norlin reported that the committee continues to engage with Corewell Health to provide neighborhood feedback during the early planning stages of the project. He noted that the intent is to maintain a collaborative relationship that allows for candid discussion and opportunities for project modifications before plans are finalized. While committee members have identified areas of concern, discussions remain ongoing and additional information will be shared with the Board as it becomes available. The committee emphasized the importance of having broad representation in future discussions to ensure neighborhood interests are adequately reflected.

C. Bosscher asked whether the Land Use Committee was seeking additional members. K. Heneveld requested that Matthew Heneveld be added to provide North Hill representation, and J. Meeks also expressed interest in joining. W. Norlin stated that he would relay the requests to the committee and include both individuals in future communications regarding the Corewell Health project

Office Operations Update: Board members reviewed questions regarding Association operations following recent staffing transitions. It was reported that office coverage will continue Monday through Thursday from 10:00 a.m. to 3:00 p.m. Responsibilities for communications, grant administration, city engagement, and community outreach have been assigned to Board members and volunteers to ensure continuity of operations.

Community Engagement

The Board discussed the annual Spring Cleanup scheduled for April 18–26. Members were encouraged to promote neighborhood participation and support ongoing efforts to strengthen block groups and neighborhood engagement. The Board reviewed several upcoming events and activities, including:

- Heritage Hill Happy Hour – May 6
- Cocktails & Curiosities at Mammoth – May 13
- Neighborhood Yard Sale – June 6
- Garden Tour – June 20
- Dumpster Day – October 17

The Board also discussed future community wellness and neighborhood-building programs that may align with future CDBG funding opportunities.

The Board discussed the costs and staffing requirements associated with Shakespeare in the Park. Following discussion, consensus was reached to place the event on hold for 2026 and revisit the program in a future year

7. Old & New Business

Board members also discussed additional Home Tour promotional efforts after learning that tour home information was omitted from the March/April Herald. Plans were made to create and distribute a supplemental flyer featuring the tour homes and event details by the end of April.

8. Adjournment: K.Lucas moved to adjourn the meeting. J. Czubak seconded the motion. Motion carried. The meeting adjourned at 8:53PM.
