

December 11, 2025
Downtown Development Authority
Village of Bellevue – Meeting Minutes

The meeting of the Bellevue Downtown Development Authority was called to order at 8:06 a.m. by Chairperson C. Carpenter.

Roll Call:

Present: C. Carpenter, K. Sparks, L. Pfiester, M. Smith, M. Sparks, M. Pennington
Absent: N. Roberts, M. Bartzen (phone), J. Whitcomb

C. Carpenter moved to approve the minutes from the November 13, 2025, meeting, seconded by K. Sparks. Motion carried.

First on the agenda was the HS Senior Scholarship. M. Smith confirmed that the scholarship applications and requirements were sent to both Bellevue and Olivet School counselors. C. Carpenter will wait until the Light up the Vue is over before posting on FB. Nothing else further needs to be done at this time.

The board was happy with the turnout for the Santa Parade and Tree Lighting. The library confirmed they did 33 crafts with the kids. The board agreed there were more children, but they were focused on having their pictures taken with Santa. We need to coordinate the parade lineup starting at five at the HS. As people and floats arrive and are decorated, have them line up from the stop sign so participants and floats do not have to travel as far once the parade starts. The parade takes approximately 5-10 minutes to reach the downtown park. We had about 20 different participants join us this year. M. Bartzen made a nice video advertising the parade participants, and C. Carpenter posted thank yous and photos on FB. Thoughts for next year include keeping North End locked until after the tree lighting, Free Cotton Candy (donation to Sugar Babies Desserts), and Hot Chocolate at the parade instead of at the North End. The board also discussed looking into planting a new Christmas tree now, before the current one is too large to light. Not all the lights were used on the tree this year. The board discussed options for lighting the tree next year, including having Village workers install the lights if it is cost-effective to rent a lift. David, as our Santa, was another success, and the board is very grateful for his time. C. Carpenter motioned to approve giving David Wilson a \$100 gift card for his time as Santa, seconded by K. Sparks. The DJ did a great job, and the board hopes that next year all the kinks will be worked out with the speakers and they will be used for future parades. M. Smith motioned to approve paying the DJ \$150 for their 2 hours of service at the parade, seconded by M. Pennington.

Light up the Vue has started, with four business entries and three residential entries. The board discussed setting a goal of having 20 residential entries for next year. It was discussed that flyers could be mailed to residents who decorated this year but did not enter. Handouts at Halloween at the Park were also suggested to get the word out sooner. And possibly having the residential basket assembled and on display at Halloween in the Park. C. Carpenter suggested a new trophy and a gift card to the business winner instead of the current trophy. C. Carpenter motioned to approve purchasing a \$50 Visa Gift Card for the business Light Up the Vue winner, seconded by K. Sparks. C. Carpenter will donate a new Christmas trophy.

Facebook was brought up for review. We are receiving positive feedback on the Christmas music and how pleasant it is to listen to. We also have had a few "negative" comments. The board discussed how to

handle these comments. It was decided that if there are negative comments that we cannot control, we will not comment. If there is a negative comment that could lead to a resolution, we will post to help resolve or clarify the issue.

As the end of the year approaches, we need to propose a budget to the Village Council for the items and dollar amounts we would like to include. The board would like to see new, larger concrete flower planters for Main Street. The board will propose a \$20,000 budget for these items. This will be used to purchase rocks, soil, planters, and flowers. It was also briefly discussed to consider establishing a separate DDA account for the proposed budget funds to avoid requesting reimbursement checks when working on events and projects that are already approved.

The last topic that was discussed was the downtown speakers. C. Carpenter, M. Smith, and N. Roberts met with Kyle from Red Letter about questions regarding the speakers and some bugs that needed to be worked out of the system. Kyle mentioned that the music cutting out throughout the day is due to the need to investigate a WOW upgrade. N. Roberts reached out to WOW, and the upgrade would cost \$5 per month. M. Smith moved to approve paying \$60 per year to the Village for the additional upgrade fee; seconded by M. Sparks. This will be paid in January every year. Kyle also mentioned that, for the table to work at the park and to control the volume of speakers and other items, we would need to extend the Wi-Fi range. The speakers currently operate on the Village Wi-Fi, which does not reach the park. L. Pfiester moved to approve the \$3,000 cost to have Red Letter extend the Wi-Fi for better connectivity; seconded by K. Sparks. The Village Hall no longer has any control over the speakers. The equipment is housed in the building, but the tablet is stored at M. Bartzen's location, with board members having access to the tablet.

K. Sparks moved to adjourn the meeting at 9:26 a.m., seconded by M. Pennington. Motion carried.