



REQUEST FOR GRAND RAPIDS EDA ACTION

AGENDA DATE: January 22, 2026

STATEMENT OF ISSUE: Consider approval of a lease with True North Salon for Suite 103 of Central School.

PREPARED BY: Rob Mattei, Executive Director

BACKGROUND:

True North Salon currently leases Suite 10 on the Garden Level and Suites 101 and 102 on the First Level. True North has been a tenant in Central School since 2014. Ashley Brubaker, owner of True North, has also served as an on-site building manager since 2018, with responsibilities that include acting as a liaison with the tenants, coordinating daily rental agreements and promoting events in the building, and on-boarding new tenants. For this service Ashley earns a fee of 8% of the rent collected building wide.

In the attached proposal, Ashley Brubaker, owner of True North has expressed an interest in leasing Suite 103 to expand her footprint. She has requested a graduated lease rate that would increase over the proposed four-year term of the lease.

The lease rates are:

- 2026 – 60% of the current rate of \$12.31/square foot
- 2027 – 70% of the standard rate for the first floor spaced in that year
- 2028 – 80% of the standard rate for the first floor spaced in that year
- 2029 – 100% of the standard rate for the first floor spaced in that year

All other aspects of the proposed lease are consistent with the master lease format.

Staff has reviewed this request with Commissioners Mertes and S. Blake who are recommending approval.

REQUIRED ACTION: Make a motion to approve a lease with True North Salon for Suite 103 of Central School.