

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

January 7, 2009 DRAFT Minutes

Call to Order/Roll Call - The regularly scheduled monthly meeting of the Fennville DDA was held at Fennville City Hall on Wednesday, January 7, 2009. The meeting was called to order by Chairperson Elice Menear at 7:00 p.m.

Members Present: Amy Cook, Elice Menear, Tony Morgan, Mark Schrock, Claude Rummer, Jim Suerth, and Steve Valkema

Members Absent: Margee Overhiser, Dan Rastall

Others Present: Al LaShell, Don Riley

The Pledge of Allegiance was recited.

Public Comments –

Secretary's Report - The minutes of the December 3, 2008 meeting were presented to the board for review.

Motion: To accept the December 3, 2008 meeting minutes as presented.

Made by: T. Morgan Supported by: A. Cook

Results: Motion carried.

Treasurer's Report – Morgan reported the cash balance as of 12/31/2008 was \$107,411.21. There were no invoices presented for payment.

Communications

- A. Downtown Revitalization Workshops – Cook, Menear and Schrock are all interested in attending the workshop held in Grand Haven on January 23, 2009. Schrock will confirm his attendance to Sheaffer by Friday, January 7th.

Old Business

- A. Downtown Banners – Sheaffer is still trying to contact KBW regarding this.

New Business

- A. Candidate for Vacant Position - The candidate needs approval of the DDA and then will be officially appointed by the City Commission at its January 19th meeting.

Motion: To accept Al LaShell to fill the vacant position on the DDA board.

Made by: C. Rummer Supported by: M. Schrock

Results: Motion carried.

Committee Reports

- A. Economic Restructuring – A separate committee has been formed for the festivals. The Festival Committee is meeting weekly on Tuesdays at 3 p.m. at City Hall in preparation for the winter festival. No official name for the festival has yet been determined. The festival will be held from 9-4 on Saturday, February 14th. Cook stated the committee wanted to keep this first festival small and to present it nicely. An ice rink on the city parking lot is planned, and other events include a snowman building contest, ice sculpture presentation and chili cook-off. The committee is determining whether or not to have a parade. It would like to include the Allegan County Snowmobile Club but needs permission from the City Commission to allow snowmobiles within the city limits. Suerth said the commission was most concerned with the route of the snowmobiles into the city. He had contacted Deputy Hoffman and is satisfied with the route Hoffman and the DNR have suggested. A preliminary budget for the festival was discussed. A large portion of the budget is contingent on what the DDA decides regarding the ice sculpture. Ice Sculptures Limited can either

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provide a 5'x5' ice sculpture demonstration for \$700, or it can bring its 35' mouse trap ice sculpture for \$4,000. The mouse trap sculpture was filmed by the Discovery Channel and will be shown sometime after the festival. General consensus was to do two of the 5'x5' sculptures and not the mouse trap sculpture.

Motion: To approve a budget for the winter festival held February 14, 2009 in the amount not to exceed \$7,500.

Made by: C. Rummer

Supported by: S. Valkema

Results: Motion carried

- B. Organization – Sheaffer reported the committee discussed expanding the DDA district to include more of the City Center Overlay District. This matter has been turned over to the Physical Elements Committee for coordination with the City's Land Use Plan. Committee members are also reviewing the TIF plan.
- C. Physical Elements – Rummer reported there were no submittals for the CCRP, so the committee is looking at other development concepts. A streetscape plan is also being developed. Work is also continuing on the green space dedication.
- D. Promotion – The results from the downtown survey were discussed. Morgan stated a representative from the Women in Transition program had approached him regarding a possible sponsorship from the DDA. However, he does not think the DDA can legally sponsor this program as it is located outside the district. There is still one downtown art sculpture that is not completed. Menear will check on the projected completion time for this. The sculptures need to have a clear protective coat applied before being displayed outdoors.

Miscellaneous – The feasibility of hiring a part-time person was discussed as there is a lot of work involved in some of the projects and limited volunteers available. Sheaffer opined the board needs to first determine its commitment to DDA projects as there is no accountability for missed deadlines, and there are some members who do not serve on any committees. She has a survey that was developed to assess the commitment of a board of directors. It will be distributed to all members.

Adjournment - The meeting was adjourned at 8:14 p.m. with the next regular meeting to be held on February 4th at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)