

# FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

April 1, 2009 Minutes

**Call to Order/Roll Call** - The regularly scheduled monthly meeting of the Fennville DDA was held at Fennville City Hall on Wednesday, April 1, 2009. The meeting was called to order by Chairman Elice Menear at 7:00 p.m.

Members Present: Amy Cook, Al LaShell, Elice Menear, Tony Morgan, Tasha Smalley (7:31 p.m.), Mark Schrock, and Jim Suerth

Members Absent: Dan Rastall, Claude Rummer, Steve Valkema

Others Present:

The Pledge of Allegiance was recited.

## Public Comments

**Secretary's Report** - The minutes of the March 4, 2009 meeting were presented to the board for review.

Motion: To approve the March 4, 2009 meeting minutes as presented.

Made by: M. Schrock      Supported by: T. Morgan

Results: Motion carried.

**Treasurer's Report** – Morgan reported the cash balance as of 03/31/2009 was \$105,427.67. There were no invoices presented for payment.

## Communications

### Old Business

### New Business

- A. Maple Street Project Grant Match – Sheaffer reported the City is moving forward with the Maple Street project which will replace water, sewer and storm sewer systems from M-89 north to Landsburg Road. If the City applies for a grant, it will need to match the funding at 30%. The project is partially within the DDA district but also services a large portion of the DDA district. The project is also included in the TIF plan. Therefore, the DDA can contribute funding for the project to increase the percentage of the grant match provided by the City.

## Committee Reports

- A. Economic Restructuring – Cook reported the Farmers' Market Committee has met, but the discussions have been mainly exploratory at this time. It is trying to determine the right combination for both the farms and the community. While it has been suggested to specialize in organic products, the committee would rather gear the market toward the community and get school involvement. The first year will include artwork, which will decrease as more farms are included. Though it was advertised to begin the Saturday of Memorial Day weekend, Cook said the committee has not determined the start date of the market. Many farms are already committed to markets in other locations, and some of the smaller farms cannot afford to give up a worker to the market at this time.

The façade improvement loan program updates are still being reviewed by both Huntington National Bank and the Bank of Holland. The façade improvement grant program has been reviewed and approved by the attorney.

The window mural program will be the responsibility of the Physical Elements Committee. Sheaffer and LaShell have not yet had an opportunity to work on it.

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Cook stated an art project is in the works involving several fermenting tanks at Fenn Valley. These tanks may be placed along M-89.

The Cinco de Mayo festival has been cancelled for this year. It has been difficult to get volunteers, and the date competes with the festival in Holland.

- B. Organization – The business meeting was held March 26<sup>th</sup>. Schrock stated that between the DDA members and participants 80% of the downtown businesses were present. The next business meeting will be held June 18<sup>th</sup> at 5:30 p.m. Each DDA member is requested to bring a friend to the meeting.

Since there are no projects other than the yearly review of the TIF plan and completing the DDA's annual report, Sheaffer suggested that the members of the Organization Committee are the DDA officers. The committee would only meet quarterly.

Motion: To amend the membership of the Organization Committee to consist of the officers of the DDA.

Made by: A. Cook Supported by: A. LaShell

Results: Motion carried.

- C. Physical Elements – There has not been a regular meeting of the committee. However, members have met with representatives from M-DOT and Consumers Energy regarding the streetscape.

A CSX representative finally returned calls regarding the platform for the proposed train depot and has requested a project narrative and a map showing the location of the platform. The committee is now working on getting this information.

- D. Promotion – Morgan reported the Promotion Committee recommended that the printing costs of the Goose Gazette are not paid for by the DDA and suggested it should instead place an advertisement in the Goose Gazette which lists the downtown businesses.

LaShell reported on the increase in the number of hits on the web site since last fall. The vinyl stickers are being distributed throughout the downtown and especially at Fennville Main Street Market.

The art sculpture contest is moving forward as planned. All the elementary schools, including the Discovery School, the library and the Children's Museum are participating in the project.

**Miscellaneous** – Sheaffer distributed a copy of the Holland Sentinel article written about the DDA's business meeting.

Schrock discussed the possible sponsorship from the DDA for the Tuesdays in the Park concert series. The concerts are being held in the park, which is within the DDA district. Schrock will have more financial information available at the DDA's next meeting in May.

**Adjournment** - The meeting was adjourned at 8:13 p.m. with the next regular meeting to be held on May 6<sup>th</sup> at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)