

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

April 7, 2010 Minutes

Call to Order/Roll Call - The regularly scheduled monthly meeting of the Fennville DDA was held at Fennville City Hall on Wednesday, April 7, 2010. The meeting was called to order by Chairman Al LaShell at 7:00 p.m.

Members Present: Amy Cook, Al LaShell, Tony Morgan, Dan Rastall, Mark Schrock, Steve Valkema, and Jodi Welscott

Members Absent: Claude Rummer

Others Present: Ruben Gracia, Su Casa; Michael Andry; Dennis Icabone

The Pledge of Allegiance was recited.

Public Comments – Discussion on DDA property on W. Fennville Street.

Secretary's Report - The minutes of the March 3, 2010 meeting were presented to the board for review. There was one correction to the minutes. Under Miscellaneous, the sentence should read "LaShell is working with the high school to do a spring cleaning of the downtown area."

Motion: To approve the minutes of the March 3, 2010 meeting as corrected.

Made by: T. Morgan Supported by: D. Rastall

Results: Motion carried.

Treasurer's Report – Morgan reported the total cash on hand is \$126,501.74. Investments are \$54,063.88. Total assets are \$180,565.62. There were no invoices presented for payment.

Communications

- A. WMSTA 2010 State of the Region – No one is available to attend this conference.

Old Business

- A. DDA board seat vacancy – Ruben Gracia is interested in serving on the DDA.

Motion: To approve Ruben Gracia to fill the board vacancy on the DDA.

Made by: D. Rastall Supported by A. Cook

Results: Motion carried.

- B. CDBG Application – The amended grant documents have been submitted. Sheaffer will follow up with phone call to Mary Kramer.
- C. Tuesdays in the Park Concert Series – The DDA is willing to sponsor this event with the amount of sponsorship yet to be determined.

New Business

- A. MDA Conference Report – Cook and LaShell discussed the conference which had representatives from the CATeam, MML, Pure Michigan, as well as a legal team, for presentations and panel questions. Art and culture are currently big discussion issues for downtown areas. DDA's can expect a 40% decrease in tax capture over the next 5 years. It is vital to plan budgets and get programs set now. The DDA is on the right track and is already doing a lot of what was presented at the conference. The possibility of getting an economic development or marketing position for Fennville was discussed.
- B. Marketing – Regent Theatre Advertising – Using on-screen advertising at the Regent Theatre to promote the downtown businesses was discussed. Board requested price comparison with other theatres in Holland and M-89 Theatre in Otsego.
- C. Wireless Internet – Downtown Area – Proposal from Bloomingdale Communications for wireless internet in the downtown area was reviewed.

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

April 7, 2010 Minutes

- D. Traveling Art Gallery – Jay Prosch-Jensen has put together a traveling art gallery which opened in Plainwell last week and is looking for other places. This was given to Promotion Committee to explore.

Committee Reports – Board members will review committee members, assigned projects and meeting times. Each board member needs to serve on at least one committee. Members will email their preferences of committees to Sheaffer.

- A. Economic Restructuring – There will be a joint meeting between this committee and the Promotion Committee scheduled tentatively for Tuesday, April 13th at 9 a.m. at City Hall.
- A. Organization – The committee has not met.
- B. Physical Elements – Committee continues to work on the grant application. It is meeting every two weeks.
- C. Promotion – The committee will be prioritizing projects and setting up regular meeting times.

Miscellaneous

Rastall reported the City is changing phone service providers.

It is expected that the City will lose over \$23,000 in taxable value but has received an increase of 1% in state revenue sharing.

The Allegan County Sheriff's Department is celebrating its 175th anniversary and is holding a gun raffle.

On Wednesday, April 14th, a forum on teenage drinking will be held at the Fennville Public Schools.

CASA needs volunteer advocates for victims of domestic violence. Training is provided by Safe Harbor.

Adjournment - The meeting was adjourned at 8:33 p.m. with the next regular meeting to be held on May 5th at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)