

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

June 3, 2009 Minutes

Call to Order/Roll Call - The regularly scheduled monthly meeting of the Fennville DDA was held at Fennville City Hall on Wednesday, June 3, 2009. The meeting was called to order by Chairman Elice Menear at 7:00 p.m.

Members Present: Al LaShell, Elice Menear, Tony Morgan, Dan Rastall, Claude Rummer, and Steve Valkema

Members Absent: Amy Cook, Mark Schrock, Tasha Smalley

Others Present: Jeremiah Holmes

The Pledge of Allegiance was recited.

Public Comments – Jeremiah Holmes introduced himself, described his business of recycling electronics and stated he was there to observe the meeting.

Secretary's Report - The minutes of the May 6, 2009 meeting were presented to the board for review.

Motion: To approve the minutes of the May 6, 2009 meeting as presented.

Made by: T. Morgan Supported by: C. Rummer

Results: Motion carried.

Treasurer's Report – Morgan reported the cash balance as of 05/31/2009 was \$101,894.34 and the amount of investments was \$53,662.21. There were several invoices presented for payment: from Fennville Main Street Market, \$220.51 for deli trays for the March business meeting; from Fennville West Side Market, \$36 for pizza for the party for the sculpture naming contest winners; from Pat Phenix, \$15.90 for reimbursement for the purchase of storage tubs for Winterlude supplies; from Scholten Fant, \$75 for review and correspondence in regards to the façade grant program.

Motion: To approve the payment of the invoices as presented.

Made by: C. Rummer Supported by: D. Rastall

Results: Motion carried.

Communications – Rastall stated two business owners had expressed concern regarding the closing of a portion of Main Street during the Fourth of July festival. A few of the DDA members will meet with the owners to address this concern.

Rastall reported he, Amy Cook and Mark Schrock had submitted two grant requests to the West Michigan Planning Commission. The grants were requested for the train depot and business incubator projects.

Rastall and Cook met with Kimberly Bares on May 16th to discuss her offer of *pro bono* work for the DDA.

Old Business

- A. Maple Street Project – Sheaffer reported the requested breakdown of the engineer's estimated costs for the project were included in the board packet. The DDA has been requested to contribute \$50,000 over the next two fiscal years, but the City would like the DDA to contribute a total of \$100,000 if possible.

Motion: For the DDA to commit to paying \$50,000 for the Maple Street project with \$25,000 paid in the 2009-2010 Fiscal Year and the balance paid in the 2010-2011 Fiscal Year.

Made by: T. Morgan Supported by: E. Menear

Results: Motion carried.

- B. Survey of Parcel 0352-850-001-00 – No report.

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New Business

- A. Agenda Protocol – Sheaffer presented a draft form for any person or entity requesting DDA assistance, funding or participation to complete and submit before coming before the DDA. The completed form will be included in the DDA packet for consideration at the next DDA meeting. LaShell will also put the form in a downloadable PDF format in order for people to access it on-line.
Motion: To adopt the agenda protocol as presented.
Made by: T. Morgan Supported by: D. Rastall
Results: Motion carried.
- B. 2009-2010 Budget – Morgan discussed the proposed 2009-2010 budget. The budget includes \$25,000 contribution for the City’s Maple Street project, and therefore, a deficit of \$24,750 is shown. The budget also includes \$10,000 for the façade grant program and \$10,000 for community promotion. Membership dues and classes and conferences expenses have been taken out of the miscellaneous expense account and placed into separate accounts.
Motion: To adopt the 2009-2010 Budget as presented.
Made by: T. Morgan Supported by: E. Menear
Results: Motion carried.
- C. Peace Festival Sign – Sheaffer stated the Peace Festival Committee had intended to place a banner advertising the festival across M-89, but the banner costs were too expensive. It is requesting to be allowed to place a 4x8’ sign on the DDA’s property on Main Street instead.
Motion: To allow the Peace Festival Committee place a 4x8’ sign on the DDA property on Main Street from June 15-20.
Made by: D. Rastall Supported by: S. Valkema
Results: Motion carried.
- D. Logo Standards – Sheaffer presented the logo standards for approval. Discussion ensued on having either the DDA or the City Commission approve any request for using the logo providing the other entity is informed of the request and has an opportunity to comment. Sheaffer reported she had researched copyright information and found that copyright begins when the graphic was published. The DDA has the copyright to the logo. Registration is not required and is usually done to avoid lawsuits.
Motion: To accept the logo standards with the addition of listing the City Commission in the document as having the ability to approve any requests.
Made by: D. Rastall Supported by: A. LaShell
Results: Motion carried.

Committee Reports

Economic Restructuring – Sheaffer reported the committee had determined budget figures for projects planned for 2009-2010. It had decided to eliminate the Cinco de Mayo festival as the timing conflicted with Tulip Time in Holland. The committee is still interested in beginning a Sister City program and would like to involve the school and Chamber. The Fourth of July celebration is being planned, and a budget was presented for review. The rental costs for the food machines, dunk tank and castle bounce had already been approved at the DDA meeting in May. The Festival Committee is developing a generic gift certificate, Fennville Dollars, and will be contacting downtown businesses to participate. Those that do will be listed on the certificate and will be reimbursed by the DDA whenever and wherever the gift certificate is spent.

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Motion: To allow a budget not to exceed \$5,000 for the 2009 Fourth of July festival.

Made by: T. Morgan Supported by: C. Rummer

Results: Motion carried.

- A. Organization – The next quarterly business meeting was scheduled for June 18th. The meeting will be at the library. Each DDA member is requested to bring a downtown business owner to the meeting. Sheaffer presented the 2008-2009 Annual Report for review. Upon approval, the report will be presented to the City Commission and at the quarterly business meeting.

Motion: To accept the 2008-2009 Annual Report as presented.

Made by: D. Rastall Supported by: A. LaShell

Results: Motion carried.

- B. Physical Elements – Rummer reported the committee didn't meet. He and Sheaffer have selected a boulder for the monument for the garden dedication. Rummer offered to do a pre-presentation speech at the dedication. Rastall will do a presentation and the unveiling of the monument. Sheaffer reported Consumers Energy has an approximate layout of lighting for the downtown streetscape. She is working on the application for a Transportation Enhancement Grant from M-DOT. Sheaffer has also applied to have the DDA's parcels on W. Fennville Street rezoned to Central Business District.

- C. Promotion – Morgan reported winners to the sculpture naming contest have been selected. Six winners were chosen and will receive a pizza party and pass to the Children's Museum of Fennville this Saturday, June 6th. The community newsletter continues to be published. The marketing plan still needs to be finalized. A welcome format for new businesses in downtown is being considered.

Miscellaneous – Sheaffer had received a request from David Lancaster for help in getting information on the Short Stop property as he is interested in purchasing it. She also received a call and email from Local Solutions, which is a Michigan company that provides full-service municipal management consulting. Rastall announced he will be attending the Whitecaps Mayor Special Olympics on July 19th.

Adjournment - The meeting was adjourned at 8:38 p.m. with the next regular meeting to be held on July 1st at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)