

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

October 7, 2009 Minutes

Call to Order/Roll Call - The regularly scheduled monthly meeting of the Fennville DDA was held at Fennville City Hall on Wednesday, October 7, 2009. The meeting was called to order by Vice Chairman Mark Schrock at 7:15 p.m.

Members Present: Al LaShell, Tony Morgan, Claude Rummer, Mark Schrock, and Steve Valkema

Members Absent: Amy Cook, Dan Rastall

Others Present: Andrea Mix-Dean, ACRDC and Jodi Welscott, Huntington Bank

The Pledge of Allegiance was recited.

Public Comments – Andrea Mix-Dean of the Allegan County Resourced Development Committee spoke about its involvement in Project Helpful Connect, which holds one-day events to provide a range of services to people at risk of or currently experiencing homelessness. The next event will be held on November 17th at the Fennville United Methodist Church. Mix-Dean gave several examples of how local organizations and businesses are helping with the project and requested the DDA to consider doing something as well.

Secretary's Report - The minutes of the August 5, 2009 meeting were presented to the board for review.

Motion: To approve the minutes of the August 5, 2009 meeting as presented.

Made by: C. Rummer

Supported by: A. LaShell

Results: Motion carried.

Treasurer's Report – Morgan reported the total cash on hand is \$147,376.24. Invoices presented for payments: Salt of the Earth, \$768 for hosting the September Business Advantage; Flashes Publishing, \$475 for advertisement in the Greater Fennville Visitors' Guide; Cris Aguilar, \$370 for reimbursement of flower maintenance expenses; and Goose Festival Committee, \$375 for advertisement in the Goose Gazette.

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

Made by: A. LaShell

Supported by: C. Rummer

Results: Motion carried.

Communications

Old Business

- A. Maple Street Project – The grant funding has been reinstated and MEDC requested the City resubmit its grant. Sheaffer has drafted a letter of commitment for the DDA's contribution for this project.
- B. Survey of Parcel 0352-850-001-00 – This project is on hold still, and Schrock will try to contact surveyor.
- C. Offer for DDA Property – No offer has yet been made.
- D. Advertisement in Allegan County Visitors' Guide – At the August meeting it was suggested to make a map of the downtown area designating the businesses, but no map has been provided. The DDA will submit an advertisement similar to last year's copy but will add a business listing to it. LaShell and Sheaffer are in charge of this.
- E. DDA Board Seat Vacancies – There are currently two vacant board positions as Elice Menear is no longer eligible as a member. Menear has yet to submit her resignation, and the position needs to be filled.

Motion: To accept the vacancy of Elice Menear's board position due to non-compliance to regulations applicable to the DDA.

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Made by: C. Rummer Supported by: S. Valkema

Results: Motion carried.

Motion: To accept Jodi Welscott, Huntington Bank, to fill one of the vacant board positions.

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

Results: Motion carried.

New Business

- A. Election of Officers – The annual election of officers for the DDA took place.

Motion: To elect LaShell as Chairman, Schrock as Vice Chairman, and Tony Morgan as Treasurer/Secretary of the DDA.

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

Results: Motion carried.

- B. Boy Scout Troop #2 Requests - The troop would like to hand out candy on the DDA property on Main Street on Halloween and also sell Christmas trees there beginning November 28th.

Motion: To give permission to Boy Scout Troop #2 to use the DDA Main Street property to hand out candy on Halloween and for its Christmas tree sale beginning November 28, 2009.

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

Results: Motion carried.

- C. ACRDC Request – The DDA decided to help Project Helpful Connect by providing promotion throughout the community. LaShell and Sheaffer will help with this. The possibility to coordinate a drop-off site for needed items was also discussed.

Committee Reports

Economic Restructuring – Sheaffer reported the committee has not met for a few months. However, the Festival Committee met Tuesday, October 6th to start planning for Winterlude 2010, which will be held on Saturday, January 16, 2010. The committee hopes to get the downtown businesses more involved in the festival.

- A. Organization – The next Business Advantage will be held at the Salt of the Earth on Monday, November 9th with a focus on small business assistance.
- B. Physical Elements – Rummer reported the Michigan Economic Development Corporation (MEDC) has grant funding available for streetscape improvements. He will contact the city engineer and set up a meeting to discuss this opportunity. The murals for the downtown windows should be completed by the end of October.
- C. Promotion – Sheaffer reported a YouTube video that LaShell created was sent for review to all DDA and City Commission members. It is now on the homepage of the website. LaShell, Schrock and Sheaffer will develop a Facebook fan page for the DDA. Many cities use this free marketing tool effectively.

Miscellaneous – Rummer did follow-through on call for painting a local business but to no avail.

Sheaffer reported she had been contacted by members of the Glider Car Tour who will be doing a car tour in the area in September 2010. It needs a place to stop and take a “coffee break” and will reimburse refreshment costs for the organization that agrees to host it. Sheaffer contacted the Fennville United Methodist Church regarding this.

Adjournment - The meeting was adjourned at 8:20 p.m. with the next regular meeting to be held on November 4th at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)