

# FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

January 4, 2006 Minutes

**Call to Order/Roll Call** - The regularly scheduled monthly meeting of the Fennville DDA was held at Fennville City Hall on Wednesday, January 4, 2006. The meeting was called to order by Vice Chairperson Elice Menear at 7:00 p.m.

Members Present: Jim Lytle, Elice Menear, Tony Morgan, Gregg Puvogel, Claude Rummer, Mark Schrock, Penny Thompson, Steve Valkema, and Kym Zumbrink

Members Absent: No one.

Others Present: Amy Cook, Downtown Design Review Committee; Mike Vanden Berg, MJVBerg Consulting; Bev Berens, Grand Rapids Press; Jim Suerth, City Commission

The Pledge of Allegiance was recited.

**Public Comments** – None.

**Secretary's Report** - The minutes of the December 7<sup>th</sup> regular meeting were presented to the board for review.

Motion: For the approval of the minutes of the December 7<sup>th</sup> meeting as presented.

Made by: M. Schrock

Supported by: K. Zumbrink

Results: Motion carried.

**Treasurer's Report** – Tony Morgan reported the cash balance as of 12/31/2005 was \$126,779.91. There was a reimbursement request from the City for copier charges, an invoice from Jim Lytle for expenses incurred in attending the Art of Cool conference in East Lansing, and an invoice from Scholten Fant for legal services regarding the ACCM land lease agreement. The invoice for Scholten Fant amounted to \$3,019.91; yet there is no agreement other than a draft. Therefore, the DDA placed the payment of this invoice on hold until more information regarding the status of the agreement is obtained.

Motion: For the approval of payment of the invoice from Jim Lytle in the amount of \$106.80 and of the reimbursement request from the City in the amount of \$13.93.

Made by: C. Rummer

Supported by: G. Puvogel

Results: Motion carried.

## Old Business

- a. ACCM Lease Agreement Update – The DDA was concerned about the status of the land lease agreement and the lack of information regarding it.  
Motion: To permit Lisa Sheaffer to contact the attorney regarding the status of the land lease agreement with the ACCM, such status will then be emailed to the DDA members.  
Made by: M. Schrock      Supported by: K. Zumbrink  
Results: Motion carried.
- b. Decision Regarding the Main Street Program – Rummer stated there was a consensus that the DDA is not ready at this time to implement this program. There is a tremendous commitment of hours and money needed. The DDA agreed to table the issue with the possibility of revisiting it at a later time.
- c. DDA Rules & Procedures Revision – Sheaffer presented the revisions of the rules and procedures that had been suggested at the last meeting. These are as follow: the addition of the vice chairperson position, the duties of the vice chairperson, the change in the number of members need to constitute a quorum, the addition of electronic transmission as a method for notification of a proposed amendment of the Rules of Procedure, the addition of a rule regarding meeting attendance. Under this

# FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

January 4, 2006 Minutes

rule Lytle suggested changing the phrase "have his membership" to "have his or her membership" for political correctness.

Motion: To approve the revisions of the DDA Rules & Procedures as presented.

Made by: G. Puvogel                      Supported by: M. Schrock

Results: Motion carried.

## New Business

- a. Appointment of New Chairperson – Menear explained the City had concerns regarding its DDA liaison also serving as the DDA chairperson. Therefore, a new chairperson needed to be appointed. Both Elice Menear and Mark Schrock were nominated to serve as chairperson. Schrock declined the chairperson nomination, but accepted the vice chairperson nomination.

Motion: To appoint Elice Menear to the position as DDA chairperson and Mark Schrock to the position as DDA vice chairperson effective immediately.

Made by: G. Puvogel                      Supported by: T. Morgan

Results: Motion carried by roll call vote.

Yes Votes: Lytle, Menear, Morgan, Puvogel, Rummer, Schrock, Thompson, Valkema, Zumbrink

No Votes: None.

- b. Strategic Plan – Menear requested everyone to review the Strategic Plan developed by Williams & Works and to be prepared to discuss it at the next meeting. She requested a meeting with Sheaffer to review several documents Menear has on file to determine what may need to be retained at City Hall.
- c. Agenda Changes – It was suggested for the topic of Communications to be added to and the DDA Director's Report be removed from the agenda. To alleviate the miscommunication between the DDA and the City Commission, Menear requested each DDA member to attend a City Commission meeting, on a monthly basis, and report back to the DDA. DDA members would attend on a rotation basis with Menear beginning the rotation. This also enables both organizations to meet each other's members.

Motion: To add Communications to the agenda under Committee Reports, for monthly attendance of the City Commission meetings by the DDA members, and to remove the DDA Director's Report from the agenda.

Made by: T. Morgan                      Supported by: P. Thompson

Results: Motion carried.

- d. Committee Assignments – Menear stated the two newest members have not yet been assigned to a committee. Sheaffer noted the Rules & Procedures state the chairperson is an ex officio for all committees.

Motion: To appoint Steve Valkema to the Organization Committee and Jim Lytle to the Promotion Committee.

Made by: P. Thompson                      Supported by: K. Zumbrink

Results: Motion carried.

The committee assignments are as follow: Economic Restructuring – Zumbrink, Menear, Thompson; Organization – Puvogel, Menear, Valkema; Physical Elements – Schrock, Rummer, Thompson, Zumbrink; and Promotion – Morgan, Menear, Lytle.

**Committee Reports** – Again, Menear requested members to review the Strategic Plan, which outlines duties for each committee. Suggestions for additions or changes to duties can be brought before the DDA at its next meeting.

# FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

January 4, 2006 Minutes

- a. Communications – An email had been sent to the DDA regarding the ACCM's ribbon-cutting ceremony scheduled for January 14<sup>th</sup> at 3:00 p.m. Menear encouraged everyone to attend.
- b. Economic Restructuring – Zumbrink reported the Huntington National Bank representative was printing the materials for the loan program. Menear will contact him to determine when the materials will be ready for presentation.
- c. Organization – No report.
- d. Physical Elements – Schrock presented the amended agreement with the Small Town Design Initiative. He explained the scope of work has been amended as the DDA has already been through the visioning process. Therefore, the STDI will conduct a review of the DDA's plans, reports etc., in lieu of a community-wide visioning meeting. It is anticipated that the project will take approximately six months to complete. An invoice for the first installment of the contract was included.

Motion: To approve the agreement with the Small Town Design Initiative and to permit Elice Menear to represent the DDA in signing the agreement.

Made by: J. Lytle                      Supported by: K. Zumbrink

Results: Motion carried by roll call vote.

Yes Votes: Lytle, Menear, Morgan, Puvogel, Rummer, Schrock, Thompson, Valkema, Zumbrink

No Votes: None.

Motion: For the approval of the payment of the invoice from the Small Town Design Initiative in the amount of \$1,600.

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

Results: Motion carried.

Schrock also reported the vacant land on Main Street will be included in the STDI project.

- e. Promotion – No report, but committee will begin discussing promotion of the ACCM and STDI projects. Amy Cook, DDRC, suggested the placement of a bulletin board at the back of the grocery store as a promotional tool for Main Street businesses. Many customers enter and leave the grocery store from the back entrance and not from Main Street. Developing a "brand" name for Fennville was also discussed.

**Miscellaneous** – The International Council of Shopping Centers has scheduled its annual conference in Grand Rapids. Menear requested Sheaffer to obtain cost information regarding it and asked members to consider attending.

Schrock reported the grant project Chuck Birr had been working on, which is now called the New School and Street Safety Enhancement project, has been submitted on a fast-track grant program through the Michigan State Housing Development Authority (MSHDA). Due to the ineligibility of the parking lots for Su Casa, library and the ACCM for inclusion in the grant, the scope of work was retooled by a committee consisting of representatives of the DDA and the City Commission, as well as the city staff. It is now primarily a City project, and the City has assumed the entire cost of the grant match. However, the project does include some work in the DDA area, and Schrock suggested the DDA consider offering funds in some capacity as the project proceeds.

Puvogel presented the Hamilton Herald, which is a local paper included in the Flashes, and suggested something similar be developed for the Fennville area.

**Adjournment** - The meeting was adjourned at 8:36 p.m. with the next regular meeting scheduled for February 1<sup>st</sup> at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)