

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

January 17, 2008 Minutes

Call to Order/Roll Call - The rescheduled monthly meeting of the Fennville DDA was held at Fennville City Hall on Thursday, January 17, 2008. The meeting was called to order by Chairperson Elice Menear at 7:09 p.m.

Members Present: Jim Lytle, Elice Menear (left at 7:48 p.m.), Tony Morgan, Margee Overhiser, Claude Rummer, and Mark Schrock

Members Absent: Dan Rastall, Steve Valkema, and Kym Zumbrink

Others Present:

The Pledge of Allegiance was recited.

Public Comments – None.

Secretary's Report - The minutes of the December 5, 2007 meeting were presented to the board for review.

Motion: To approve the December 5, 2007 meeting minutes as presented.

Made by: M. Schrock

Supported by: T. Morgan

Results: Motion carried.

Treasurer's Report – Tony Morgan reported the cash balance as of 12/31/2007 was \$105,796.83. Three invoices were presented for payment; from Scholten Fant for legal services, from Claude Rummer for reimbursement of mileage and lunch expenses regarding the MSHDA workshop in Manistee, and for a DDA business meeting lunch, which was paid via the credit card.

Motion: To approve the payment to Scholten Fant in the amount of \$60, to Claude Rummer in the amount of \$126.27, and to Cardmember Services in the amount of \$95.99.

Made by: M. Schrock

Supported by: J. Lytle

Results: Motion carried.

Communications

- A. Amendments to 2008 Meeting Schedule – Sheaffer explained the City Commission had changed its meeting schedule to accommodate the elections schedule, which resulted in moving several of its meetings to Wednesday nights. As this then caused a conflict with the DDA meetings held in May, August and November, Sheaffer proposed rescheduling those meetings for the first Thursday instead.

Old Business

- A. New Rate of Clerical Services – The City Finance/Personnel Committee agreed to allow Sheaffer to allot 8 hours a week to the DDA but preferred to have the services billed at an hourly rate. Using current wage and benefit information, the hourly rate was determined at \$24 per hour. Sheaffer will keep a daily track of time spend on DDA business and submit a journal entry on a monthly basis for it.

Motion: To approve the hourly rate \$24 per hour for clerical services reimbursed to the City.

Made by: J. Lytle Supported by: M. Overhiser

Results: Motion carried.

New Business

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Committee Reports

- A. Economic Restructuring – No report given.
- B. Organization – No report given.
- C. Physical Elements – Schrock reported the RFP is still being developed, and the lot splits are not yet completed.

Promotion – Lytle presented six potential logos, developed by Context Marketing Group (formerly fiaba creative) for the board to review. One logo was selected, dependent upon a few changes in the font. Lytle will submit these changes to Dave Greiner and have the logo ready for presentation at the City Commission meeting on Monday, January 21st, as well as at the annual banquet of the Greater Fennville Chamber of Commerce on January 26th. Lytle also presented an invoice from Context MG for the work involving the development of the logos. The next steps were discussed. Context MG has estimated \$3,500 to develop both a tag line to accompany the logo and the graphic standards (font and color palette) of the logo.

Motion: To approve the payment to Context MG in the amount of \$2,500.

Made by: M. Schrock Supported by: J. Lytle

Results: Motion carried.

Miscellaneous – Claude Rummer had attended the MSHDA workshop held in Manistee but will hold his report until both Menear and Lytle have attended their scheduled workshop next week. Rummer stated the Main Street program has been redesigned.

Adjournment - The meeting was adjourned at 7:58 p.m. with the next regular meeting to be held on February 6th at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)