

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

March 5, 2008 Minutes

Call to Order/Roll Call - The regular monthly meeting of the Fennville DDA was held at Fennville City Hall on Wednesday, March 5, 2008. The meeting was called to order by Chairperson Elice Menear at 7:00 p.m.

Members Present: Jim Lytle, Elice Menear, Tony Morgan, Mary Margaret Overhiser, Mark Schrock, Jim Suerth (for Dan Rastall), Steve Valkema, and Kym Zumbrink

Members Absent: Claude Rummer

Others Present: Amy Cook, journeyman café; Mary Kasprzyk, Children's Museum of Fennville; Penny Thompson

The Pledge of Allegiance was recited.

Public Comments – Mary Kasprzyk gave an update regarding the Children's Museum of Fennville. She distributed examples of a new logo and graphic standards and reported on the re-working of the museum's web site. The next step is marketing the museum and as Kasprzyk would like to do that in collaboration with the City and DDA in the overall marketing of Fennville; she requested information regarding their plans in that respect. While there is no tangible marketing plan for the DDA, there is direction for marketing contained in its strategic plan, as well as the marketing study itself. The DDA is currently in the midst of a logo-branding process and the next phase of the proposal is to develop a communications tool and business plan for the DDA and City. The DDA assured Kasprzyk that the Children's Museum is a substantial part of any marketing plan for Fennville, and Kasprzyk was invited to participate in the development process.

Secretary's Report - The minutes of the February 12, 2008 meeting were presented to the board for review.

Motion: To approve the February 12, 2008 meeting minutes as presented.

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

Results: Motion carried.

Treasurer's Report – Tony Morgan reported there were no invoices presented for payment and the cash balance as of 02/29/2008 was \$103,306.51. Morgan stated there were some amendments to the budget that needed approval, resulting in an overall increase of \$13,000 in budgeted expenses. The amendments are as follow:

- \$4,000 increase in wage account 248-000-702.000 to reflect the amount being reimbursed to the City for clerical services
- \$2,000 for a new account for web design 248-000-955.000
- \$7,000 increase in contracted services account 248-000-818.000 for the logo and marketing work

Motion: To approve the amendments to the 2007-2008 Budget as presented.

Made by: M. Schrock Supported by: S. Valkema

Results: Motion carried.

Communications

- A. Jim Suerth reported that Dean Kapenga, County Commissioner, had reported at the last City Commission meeting that the County is moving forward with a new jail complex, will be rebuilding the Animal Control site, and is researching wind energy.

Old Business

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New Business

- A. Membership – Kym Zumbrink resigned from the DDA but will continue her work on its committees. Amy Cook is interested in serving on the DDA in the remainder of Zumbrink's term.

Motion: To accept Amy Cook as a member of the DDA.

Made by: J. Lytle Supported by: S. Valkema

Results: Motion carried.

- B. Reschedule July meeting due to CCRP – Sheaffer requested changing the date of the July meeting of the DDA in order to give the Review Panel enough time to review the proposals for the CCRP. The meeting was rescheduled from July 2nd to July 16th.

- C. Art Project – Sheaffer reported the City Commission had received a suggestion regarding a city-wide art project and would like the DDA to handle it. Sheaffer would like to set up a committee for this.

Motion: To form a committee to direct the city-wide art promotion.

Made by: T. Morgan Supported by: S. Valkema

Results: Motion carried.

Committee Reports

- A. Economic Restructuring – No report given.
- B. Organization – The committee will be meeting in the next few weeks.
- C. Physical Elements – Schrock reported the committee had met on February 22d to set project deadlines. The draft for the request for proposals has been completed and copies have been distributed to the DDA for review. A Review Panel for the proposals has been established and consists of Gary Tuhacek, Dan Watson, Lisa Sheaffer, Claude Rummer and Amy Cook. Placement of underground utilities and putting the downtown area on a CAD system were also issues that were discussed.
- Promotion – Lytle reported the committee had met on February 11th regarding the logo. New logo concepts will be ready by early next week. A meeting of the committee has been set for 8:00 a.m. on March 12th at City Hall to review these concepts and to discuss a marketing plan.

The DDA discussed the necessity of a town hall meeting to relay information to the community regarding ongoing projects.

Miscellaneous

Adjournment - The meeting was adjourned at 8:33 p.m. with the next regular meeting to be held on April 2nd at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)