

# FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

April 8, 2008 Minutes

**Call to Order/Roll Call** - The regular monthly meeting of the Fennville DDA was held at Fennville City Hall on Tuesday, April 8, 2008. The meeting was called to order by Chairperson Elice Menear at 7:02 p.m.

Members Present: Amy Cook, Jim Lytle, Elice Menear, Tony Morgan, Margee Overhiser (7:07 p.m.), Mark Schrock (7:04 p.m.), Dan Rastall, and Steve Valkema

Members Absent: Claude Rummer

Others Present: Tony Meyaard, City Commission

The Pledge of Allegiance was recited.

## Public Comments

- A. Logo Presentation – No formal presentation was made in regards to the logo, but Rastall reported the City Commission had approved the logo at its last meeting.

Motion: To approve the new logo.

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

Results: Motion carried.

**Secretary's Report** - The minutes of the March 5, 2008 meeting were presented to the board for review.

Motion: To approve the March 5, 2008 meeting minutes as presented.

Made by: T. Morgan      Supported by: J. Lytle

Results: Motion carried.

**Treasurer's Report** – Tony Morgan reported there were no invoices presented for payment and the cash balance as of 03/31/2008 was \$101,869.18.

## Communications

### Old Business

- A. Downtown Art Promotion – The committee is reviewing various art pieces to determine which would work best for the promotion. The next meeting is on April 15<sup>th</sup>.

### New Business

- A. Repair & Maintenance for Music System Downtown – The wiring set up of the music system downtown has one wire down and a section of it needs repair. The system is used to play Christmas carols downtown during the Christmas season. It was suggested to also play music on Saturdays throughout the year. The system needs to be extended to the west portion of the downtown as well. Schrock, Lytle and Sheaffer will work on this project.
- B. DDA Promotion of Concert Series – The DDA cannot make a monetary donation for this project, but it can pay for some of its expenses such as advertising and printing costs.
- C. Newsletter - Sheaffer reported the city newsletter will have a DDA section in it. The newsletter is being sent twice a year to start but is planned to eventually become a quarterly newsletter.

## Committee Reports

- A. Economic Restructuring – No report given.

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- B. Organization – The committee met recently and discussed whether or not there was a need for a Fennville endowment fund. It also reviewed the membership of the sub-committees. Amy Cook was assigned to both the Economic Restructuring Committee and the Promotion Committee. Also discussed was the necessity of holding a town meeting.
- C. Physical Elements
- 1) Request for Proposals for CCRP - Schrock reviewed the time-line of the RFP. The City Commission and Planning Commission have both reviewed it. Meyaard pointed out the sites are within the Brownfield Redevelopment Authority.  
Motion: To adopt the Request for Proposals as presented.  
Made by: D. Rastall      Supported by: A. Cook  
Results: Motion carried.
  - 2) Approval of Review Panel – The Review Panel will review all submitted proposals for the CCRP and make its recommendations to the DDA and City. The proposed members of the Review Panel are the following: Amy Cook, Patrick Hudson (non-voting), Claude Rummer, Lisa Sheaffer, Gary Tuhacek and Dan Watson.  
Motion: To approve the members of the Review Panel as presented.  
Made by: D. Rastall      Supported by: M. Schrock  
Results: Motion carried.
- D. Promotion – The committee is currently working on developing a tag line. Regarding the proposal from Context Marketing Group, the committee will schedule a meeting to determine whether or not a strategic plan outline is really necessary.

**Miscellaneous** – Sheaffer and Rastall discussed ongoing problems with the website. Rastall will be contacting Al LaShell regarding it.

Rastall gave an update on City news. There will be a directional sign for City Hall on Main Street. The City is obtaining information regarding costs for a city-wide spring clean-up.

**Adjournment** - The meeting was adjourned at 8:51 p.m. with the next regular meeting to be held on May 8<sup>th</sup> at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)