

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

September 21, 2007 Minutes

Call to Order/Roll Call - The special meeting of the Fennville DDA was held at Fennville City Hall on Friday, September 21, 2007. The meeting was called to order by Vice Chairperson Mark Schrock at 1:00 p.m.

Members Present: Bruce Cutean, Jim Lytle, Tony Morgan, Claude Rummer, Mark Schrock, and Mike Vanden Berg

Members Absent: Elice Menear, Margee Overhiser, Gregg Puvogel, and Kym Zumbrink

Others Present: David Greiner, fiaba creative; Mary Kasprzyk, Children's Museum of Fennville; and Robert Hutchinson

The Pledge of Allegiance was recited.

Public Comments – None.

Committee Reports

A. Promotion – David Greiner started his presentation with some background information about his company, fiaba creative. He had read through several of the various DDA plans, such as the marketing study and strategic plan, and listed the objectives of the DDA as well as some of its weaknesses. Greiner suggested the following:

- Conduct an audit of the current Fennville brand and determine what brand equity exists
- Establish a communications plan and tool mix with goals, deliverables and timelines to support the overarching business strategy for the next three years
- Develop the new Fennville brand and experience mentality

Greiner felt these could be accomplished in three phases, with the cost of the first phase not to exceed \$500; the second phase, depending upon the work involved, costs would be between \$500 and \$2,000; and the third phase costs would be \$3,500.

Schrock stated the current projects, the museum, the CCRP and the brochure, all need a common voice in which to promote Fennville.

Motion: To authorize David Greiner of fiaba creative to conduct an audit of the current Fennville brand as phase one of the marketing proposal.

Made by: J. Lytle Supported by: C. Rummer

Results: Motion carried.

Greiner will report directly to the Promotion Committee.

Adjournment - The meeting was adjourned at 2:07 p.m. with the next regular meeting to be held on October 3rd at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)