

# FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

October 3, 2007 Minutes

**Call to Order/Roll Call** - The regular monthly meeting of the Fennville DDA was held at Fennville City Hall on Wednesday, October 3, 2007. The meeting was called to order by Chairperson Elice Menear at 7:02 p.m.

Members Present: Elice Menear, Tony Morgan, Margee Overhiser, Mark Schrock, and Steve Valkema

Members Absent: Bruce Cutean, Jim Lytle, Gregg Puvogel, Claude Rummer, Mike Vanden Berg, and Kym Zumbrink

Others Present: No one.

The Pledge of Allegiance was recited.

**Public Comments** – None.

**Secretary's Report** - The minutes of the September 5 and September 21, 2007 meetings were presented to the board for review.

Motion: To approve the September 5 and September 21, 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 09/30/2007 was \$115,332.09. Two invoices were presented for payment; from Jim Lytle for mileage reimbursement and from Cris Aguilar for reimbursement for watering the flowers downtown.

Motion: To approve the payment of the invoice from Jim Lytle in the amount of \$159.31 and the invoice from Cris Aguilar in the amount of \$360.00 as presented.

Made by: M. Schrock

Supported by: S. Valkema

Results: Motion carried.

## Communications

- A. Letter of Resignation from Gregg Puvogel

Motion: To accept the letter of resignation from Gregg Puvogel with best wishes for his recovery, as well as many thanks for the years of service he has given the DDA.

Made by: M. Schrock

Supported by: M. Overhiser

Results: Motion carried.

**Old Business** – Steve Valkema agreed to continue to serve on the DDA. Sheaffer will contact the City Commission for the official appointment.

## New Business

- A. Marketing Phase I – Brand Audit – David Greiner from fiaba creative presented his audit report of the various brand of Fennville. The audit was basically of the information presented via the Internet. The overall grade was low, but Greiner felt there was a good deal of relevant information available. He suggested moving into Phase II using team meetings to develop a business plan with goals and expectations for 2008.

## Committee Reports

- A. Economic Restructuring – No report.  
B. Organization – No report.

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- C. Physical Elements - Schrock reported the CCRP committee is still working on the proposal. The survey has been completed, and new legal descriptions are being written. The proposal will not be released until 2008 in order to be able to utilize the new marketing brand. There's been no word from the attorney or the State regarding their review of the draft proposal.  
Promotion – No report.

## Miscellaneous

**Adjournment** - The meeting was adjourned at 8:34 p.m. with the next regular meeting to be held on November 7<sup>th</sup> at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)