

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

October 4th, 2006 Minutes

Call to Order/Roll Call - The regularly scheduled monthly meeting of the Fennville DDA was held at Fennville City Hall on Wednesday, October 4th, 2006. The meeting was called to order by Chairman Elice Menear at 7:00 p.m.

Members Present: Chairperson - Elice Menear, Vice Chairperson - Mark Schrock, Treasurer - Tony Morgan, Secretary - Gregg Puvogel, Claude Rummer, Steve Valkema, Bruce Cutean and Kym Zumbrink (arrived at 7:10 p.m.)

Members Absent: Jim Lytle and Mike Van Den Berg

Others Present: Mr. and Mrs. Jim Davison, Margee Overhiser

The Pledge of Allegiance was recited.

Public Comment – At the invitation of the DDA board, Jim Davison addressed the board with regards to establishing a downtown Fennville farmer's market. Having been the manager of the Holland farmer's market for a number of years, Mr. Davison has had considerable experience in not only setting up a farmers market, but also in maintaining a very successful one

Some of the points Mr. Davison touched upon were as follows:

1) Develop a budget

- a. Manager / recruiter salary
- b. Advertising
- c. Set weekly and seasonal booth rental fees

2) Establish vendor rules and operating hours

- a. The season should run from mid May to Thanks giving (weather permitting)
- b. Initially start with a one-day market (Saturday is best)
- c. Suggested hours are 7am to 2pm

3) Hire an experienced manager and recruiter (both positions could be combined initially)

4) Pick a location

- a. Pick a high visible site to the public with easy in and out easy traffic access
- b. The site must be level with has hard ground (preferably blacktopped)
- c. Booth sites should be approximately 12 ft. wide by 30 ft deep
- d. Make available adequate water and electrical hookups for all booths
- e. Have plenty of parking within close proximity to the market

5) Recruitment of vendors

- a. Recruit the best area farmers a year in advance
- b. The greater variety of fruits and vegetables the better
- c. Recruit local nurseries for selling flats in the early season

6) Site preparation

- a. Provide adequate public restrooms
- b. Provide dumpsters for the vendors along with waste barrels for the public
- c. Layout booth locations and foot traffic flow patterns

Elice Menear asked for volunteers to form a Farmer's Market committee. S. Valkema and G. Puvogel volunteered to join E. Menear on the committee.

Secretary's Report - The minutes of the September 7th, 2006 meeting were approved as presented.

Treasurer's Report – Tony Morgan reported the total cash on hand as of September 30th, 2006 was \$167,865.39. The DDA has received an invoice from the city attorney for looking into the Main Street Dollar bankruptcy in the amount of \$336.00 and an invoice from the city for brush removal on the old Birkholz lot in the amount of \$281.97.

Motion: For payment of the all bills presented in the amount of \$617.97.

Made by: Mark Schrock Supported by: Bruce Cutean

Results: Motion carried.

Tony Morgan reported the DDA's budget should be amended to reflect the loss of revenue from the old True Value building lease due to the closing of Main Street Dollar store in the amount of \$3,200.00.

Motion: To amend the budget to reflect the loss of revenue in the amount of \$3,200.00 due to the Main Street Dollar bankruptcy.

Made by: Bruce Cutean Supported by: Tony Morgan

Results: Motion carried.

Old Business

- a. Vacant board seat – Sitting in attendance as an observer, Margee Overhiser (owner of Main Street Market) agreed to fill the last vacant board seat.

Motion: To accept Margee Overhiser to the DDA board.

Made by: Bruce Cutean Supported by: Kym Zumbrink

Results: Motion carried

- b. Tree planting – Claude Rummer reported on the progress of the city's tree planting project. The DDA board had given the city \$2,000.00 to cover the cost of this project.

- c. Interest bearing accounts – Elice Menear talked about moving a portion of the DDA's funds from its present low interest bearing account into a higher interest bearing account or short term CD. C. Rummer suggested the board consider moving \$50,000.00 from its present account into a higher interest yielding account.

Motion: To have Elice Menear and Tony Morgan compare the rates of three banks and then invest \$50,000.00 from the DDA's present fund account into the highest interest bearing account or CD of the three banks.

Made by: Claude Rummer Supported by: Gregg Puvogel

Results: Motion carried.

New Business

- a. Request from the mayor – Claude Rummer, speaking on behalf of the city commission, said the city had purchased a vacant house next to city hall located on the southwest corner of Maple and Fennville streets for a proposed city parking lot. Because of a tight city budget, the mayor asked the board if it would pay for the demolition of the house. M. Schrock suggested the DDA look into packaging the demolition of that house along with the raising of the old medical building (131 W. Main street) and the old True Value building (103 W. Main street). Claude Rummer will contact several demolition companies for quotes and report back to the board at the regular November meeting.

- b. Children's Museum contractor approval – The Children's Museum board asked the DDA board to approve its hiring of Holland Engineering to conduct soil boring tests on the site of its proposed new museum. G. Puvogel said it was not necessary for the DDA board to give its approval to the various contractors hired by the museum board. But, M. Schrock said the museum board had interpreted the wording of its lease with the DDA as needing the DDA's approval with anything having to do with the building of the new museum. G. Puvogel said the word "approval" had to do with the architectural design of the building and not the approving of such things as the hiring of contractors.

Motion: To approve the contract with Holland Engineering to do soil boring tests as presented from the Children's Museum board.

Made by: Elice Menear

Supported by: Mark Schrock

Results: Motion carried

Opposed by: Gregg Puvogel

Committee Reports

- a. Heritage Trails plaque committee – Mark Schrock, Bruce Cutean and Gregg Puvogel presented a rough draft of the wording to be used on the proposed Heritage Trails plaque for Fennville. The finished draft will be presented to the board in the near future.

Adjournment

The meeting was adjourned at 9:05 p.m. with the next regular meeting scheduled for November 1st, 2006 at 7:00 p.m.

Minutes submitted by Gregg Puvogel