

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

November 6, 2008 Minutes

Call to Order/Roll Call - The regularly scheduled monthly meeting of the Fennville DDA was held at Fennville City Hall on Thursday, November 6, 2008. The meeting was called to order by Chairperson Elice Menear at 7:00 p.m.

Members Present: Jim Lytle, Elice Menear, Tony Morgan, Margee Overhiser, Mark Schrock, Dan Rastall, and Claude Rummer

Members Absent: Amy Cook, Steve Valkema

Others Present:

The Pledge of Allegiance was recited.

Public Comments

Secretary's Report - The minutes of the October 1, 2008 meeting were presented to the board for review.

Motion: To accept the October 1st meeting minutes as presented.

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

Results: Motion carried.

Treasurer's Report – Morgan reported the cash balance as of 10/31/2008 was \$111,828.27.

The following invoices were presented for payment: from Jim Lytle, \$26.49 for a cable for PA system (IPOD); and from Scholten Fant, \$75 for legal services.

Motion: To approve the payment of the bills as presented.

Made by: D. Rastall Supported by: M. Schrock

Results: Motion carried.

Communications

- A. Allegan County Drain Commissioner
- B. ASTI Environmental Tech Bits
- C. Creative Cities Summit – Amy Cook will present her notes at the December meeting.

Old Business

- A. Sign Design for Billboard – Schrock will contact Cook to determine the status of the sign.
- B. Allegan County 2008 Visitors' Guide – Sheaffer reported she had met with the sales representative regarding placing an ad in the guide, which will be published January 2009. 50,000 copies of the guide are distributed throughout Michigan's Welcome Centers as well as in the greater Chicago area. The guide is also available on-line and will have a direct link to the DDA's web site. The sales representative also mentioned a promotion the Allegan DDA was holding for its downtown businesses. Sheaffer inquired whether or not the Fennville DDA would like to do something similar.

Motion: For the DDA to place a full-page ad in the Allegan County Visitors' Guide for the amount of \$1,600.

Made by: E. Menear Supported by: M. Overhiser

Results: Motion carried.

Motion: For the DDA to place a half-page ad, providing it can get a price break, and contact the downtown business to participate at a discounted rate.

Made by: E. Menear Supported by: T. Morgan

Results: Motion carried with Rastall voting no.

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

November 6, 2008 Minutes

Motion: To rescind the previous motion for the DDA to place a half-page ad and contact the downtown businesses to participate and move instead to allow the DDA to place a half-page ad and list the downtown businesses.

Made by: E. Menear Supported by: D. Rastall

Results: Motion carried.

- C. Downtown Banners – Members reviewed the pricing for the banners in the downtown. Sheaffer will contact Kalamazoo Banner Works to get quotes for specific designs in addition to determine set-up charges for individual business information placed on a banner.
- D. Green Space Dedication – Members discussed the cost and placement of the monument as well as when to hold the dedication ceremony.
- E. Chemical Bank Parking Lot – Menear reported the bank is working on getting the necessary information for the DDA.

New Business

- A. Election of Officers

Motion: To keep the same slate of officers for the next year.

Made by: T. Morgan Supported by: D. Rastall

Results: Motion carried.

Jim Lytle submitted his resignation from the DDA. He will remain in charge of the façade mural project until it is completed.

Motion: To accept Jim Lytle's resignation from the DDA.

Made by: T. Morgan Supported by: D. Rastall

Results: Motion carried.

Motion: To create the combined officer position of Treasurer/Secretary and appoint Tony Morgan to this position.

Made by: E. Menear Supported by: D. Rastall

Results: Motion carried.

- B. Christmas Lights – Several catalogs were reviewed.

Committee Reports

- A. Economic Restructuring – The committee for the Farmers' Market has been re-established and back on track. The winter festival is being planned. Menear stated there will be a separate committee in charge of festival planning.
- B. Organization – The committee reviewed and revised the timeline for the strategic plan.
- C. Physical Elements – Rummer reported he has been involved in discussion with Consumers Energy and Verizon regarding the underground placement of utilities. The easements for the south alley were located. The committee is working on obtaining a planner to assist with the alley project and the streetscape downtown. It is also looking for grant opportunities for both these projects.
- D. Promotion – The downtown art project has experienced several set-backs regarding the promotion. The committee requests that no news or photos regarding current projects be released unless approved by the committee.

Miscellaneous – Rastall announced the City has contracted with James Marfia for assessing services, the inter-local fire agreement has been placed on hold, Jon Joynson has been appointed to the Planning Commission, and the pancake breakfasts sponsored by the fire

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

November 6, 2008 Minutes

department begin this weekend. He also stated that Relay for Life will be holding an event in Fennville in September 2009.

Adjournment - The meeting was adjourned at 8:40 p.m. with the next regular meeting to be held on December 3rd at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)