

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

November 7, 2007 Minutes

Call to Order/Roll Call - The regular monthly meeting of the Fennville DDA was held at Fennville City Hall on Wednesday, November 7, 2007. The meeting was called to order by Chairperson Elice Menear at 7:00 p.m.

Members Present: Jim Lytle, Elice Menear, Margee Overhiser, Claude Rummer, Mark Schrock, Steve Valkema (7:04 p.m.), and Kym Zumbrink (7:08 p.m.)

Members Absent: Tony Morgan and Mike Vanden Berg

Others Present: Craig & Mary Nelson, Fennville Boy Scout Troop 2

The Pledge of Allegiance was recited.

Public Comments – None.

Secretary's Report - The minutes of the October 3, 2007 meeting were presented to the board for review.

Motion: To approve the October 3, 2007 meeting minutes as presented.

Made by: M. Schrock

Supported by: J. Lytle

Results: Motion carried.

Treasurer's Report – Lisa Sheaffer reported the cash balance as of 10/31/2007 was \$112,748.94. The DDA has received all its tax capture from the summer collection. Two invoices were presented for payment; from Scholten Fant for legal services and from Cris Aguilar for reimbursement for watering the flowers downtown.

Motion: To approve the payment of the invoice from Cris Aguilar in the amount of \$40.00 as presented.

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

Results: Motion carried.

Motion: To approve the payment of the invoice from Scholten Fant in the amount of \$375.00 as presented.

Made by: M. Schrock

Supported by: E. Menear

Results: Motion carried.

Communications

- A. Jim Lytle gave a PowerPoint presentation of the topics covered at the Michigan Downtowns conference held in Traverse City in October.
- B. The DDA granted permission to the Fennville Boy Scout Troop 2 to use its vacant lots on Main Street to sell Christmas trees from 9 a.m. to 5 p.m. on Saturdays beginning November 24 and ending December 22, 2007.

Old Business – None.

New Business

- A. Election of Officers – The current officers are: Chairperson Elice Menear, Vice Chairperson Mark Schrock, Treasurer Tony Morgan and Secretary Jim Lytle.
Motion: To retain the current slate of officers to serve for the 2007-2008 term.
Made by: M. Overhiser Supported by: K. Zumbrink
Results: Motion carried.

Due to time constraints, Mike Vanden Berg submitted his letter of resignation from the DDA. Also, as Claude Rummer chose not to run for another term on the City

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Commission, he will no longer be able to serve on the DDA as the new mayor will take his position. However, Rummer is interested in taking Vanden Berg's term.

Motion: To accept with regrets the resignation of Mike Vanden Berg from the DDA.

Made by: J. Lytle Supported by: S. Valkema

Results: Motion carried.

Motion: To recommend to the City Commission that it appoint Claude Rummer to the DDA to fill the vacancy created by Mike Vanden Berg's resignation.

Made by: M. Schrock Supported by: S. Valkema

Results: Motion carried.

- B. Committee Assignments – The DDA reviewed and discussed the current committee assignments, which now have openings due to the past resignations of several board members. Menear asked the committees to meet before the next DDA meeting. The current committee members are as follow:

Economic Restructuring – **Zumbrink**, Lytle, Menear

Organizational – **Menear**, Lytle, Overhiser, Valkema

Physical Elements – **Schrock**, Rummer, Mayor

Promotion – **Lytle**, Morgan

- C. Web Domain Names – Mark Schrock reported that several Fennville domain names were available for purchase. Since the DDA is currently working a developing a Fennville brand; it was suggested to purchase these domain names and further look into purchasing other Fennville domain names.

Motion: To purchase www.fennville.com and www.fennville.net and look into the purchase price for other Fennville domain names.

Made by: M. Schrock Supported by: K. Zumbrink

Results: Motion carried.

- D. Strategic Plan Updated Time Frame – Sheaffer stated that she had reviewed the Strategic Plan including the time frame, which was difficult to interpret. She took the goals and placed them under their perspective committees with updated time frames in a simpler spreadsheet that is easier to read.
- E. Fennville Foundation – Sheaffer stated she had contacted Theresa Bray from the Allegan County Community Foundation regarding starting an endowment fund for Fennville. A meeting has been set with Theresa Bray at city hall on Wednesday, November 21, 2007 at 10:00 a.m.
- F. 2008 Meeting Schedule – Sheaffer presented the meeting dates for the next year for review. The board discussed whether or not any of the dates and/or times should be changed.

Motion: To keep the meeting schedule as the first Wednesday of every month.

Made by: M. Schrock Supported by: K. Zumbrink

Results: Motion carried.

Committee Reports

- A. Economic Restructuring – No report.

- B. Organization – The next committee meeting will be Wednesday, November 21st at 10 a.m. at city hall.

- C. Physical Elements – No report.

Promotion – Lytle reported the committee is working with David Greiner of fiaba creative on Phase 2 of the marketing proposal. A "brainstorming" session is scheduled for Tuesday, November 27th from 9 a.m. to 4 p.m.

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Motion: To move forward with phase two of the marketing proposal with costs not to exceed \$2,000.

Made by: J. Lytle Supported by: K. Zumbrink

Results: Motion carried.

Miscellaneous – Lytle requested a white board be purchased for city hall as well as a projector that can be used for presentations.

Motion: To purchase a white board not to exceed \$400 and to purchase a projector not to exceed \$1,500.

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

Results: Motion carried.

Sheaffer said she would like to develop a tourism package specifically for those traveling by train from Chicago and get the train to stop in Fennville on a regular basis. Zumbrink offered to help her with this project.

Schrock suggested the DDA name Sheaffer as its coordinator. The DDA will work with the City regarding reimbursement in order to have Sheaffer commit 8 hours a week to DDA projects.

Adjournment - The meeting was adjourned at 8:49 p.m. with the next regular meeting to be held on December 5th at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)