

Division Avenue Business Association

Minutes June 10, 2010

1. Call To Order

Members Present: Tommy Brann, Brann's Steakhouse and Grille; Chief James Carmody, Wyoming Police Department; Scott Beckman, Wyoming Police Department, Steve Karrip, Metro Motors; Tim Pomorski, Affordable Auto Service; Susie Hudson, Chase Bank; Michelle Wisniewski, Chase Bank; James Leach Jr. Hobart Sales and Service; Jeff Augustyn, Kentwood Police Department; Al Reurink, Modern RV Center; Greg Mahalick, Callendar Commercial; Jerry DeGood, Auto Finance Company;

2. Approval of Minutes

3. Treasury Report

There are 44 members.

4. Roundtable

Burger King property has been mowed
34th Street Mall is coming along nicely.

Susie Hudson: Is working on a an article on small business lending

Steve Karrip: Five flower pots have been stolen

Jeff Augustyn: There was an assault; witness has come forward. Police Academy begins next week. There will be a golf outing next year to benefit the Police Academy.

Jim Leach: There is a Master Gardener program at MSU—we should reach out and see if they can be of assistance.

Greg Mahalick: There is a 16 year surplus on office space; 10 year surplus on retail.
Zero investment in area. There is an interest in self storage.

Wyoming Police Department: Bike patrols are out. There is interest in use of the GM site for a communications center.

There are issues with the zoning regulations in the city dealing with second hand stores in certain zoning districts.

5. Goals

Improve Aesthetics: flowers have been planted

Stay in touch with Cities: looking at what other associations are doing

Successful Open House: Work on for September

Improve Safety:

Conduct a Survey:

Address Graffiti: we have been addressing as it occurs

Adopt a Block:

Vacant Buildings: Working with Chip LaFleur and Dick Jasinski

Promote Division: not doing Comcast commercial at this time

Membership: Continue going door to door to get more new members

Promote BRT: opportunities are upcoming to help promote

6. Next Meeting

The next meeting of the Division Avenue Business Association is scheduled for July 8, 2010.

DIVISION AVENUE BUSINESS ASSOCIATION 2010 GOALS

1. IMPROVE THE AESTHETICS OF THE DIVISION AVENUE AREA

- a. Go to other communities—and to other business associations to see how we can improve our association
- b. Increase/Improve the planter program
 - i. Replace trees
 - ii. Plant perennials in other locations
 - iii. Develop a plan for financing
 - iv. Place more planters along the Avenue, and benches, etc.
- c. Increase financial resources available—grants, tax capture programs, etc. Contact colleges such as GVSU to get interns to assist businesses in identifying resources for improvement
- d. Continue clean up efforts
- e. Pursue with city the development of incentives for property owners to use a pre-selected palette when painting their properties.

2. STAY IN TOUCH WITH CITIES ON ISSUES THAT IMPACT DIVISION

- a. Sign Ordinance
- b. Lighting
- c. Property maintenance
- d. Patrol of area

3. HAVE A MORE SUCCESSFUL AND AFFORDABLE OPEN HOUSE

- a. Get available dates for both cities
- b. Make reminder calls to assure attendance
- c. Continue awards—highlight in GR Press and Advance
- d. Invite media

4. IMPROVE SAFETY OF THE AREA

- a. Promote police patrol by bicycle
- b. Meet with Ron Dressander regarding lights
- c. Get police endorsement of brighter lights
- d. Get lighting information from other communities
- e. Have Mayor and Council come out at night so that they understand the lighting issue

5. CONDUCT A SURVEY OF THE DIVISION AVENUE BUSINESSES

- a. Talk to area colleges re: the possibility of offering an internship
- b. Develop list of possible tasks for the intern
- c. Meet with intern to discuss survey and how it is to be accomplished
- d. Conduct survey and analyze results

6. ADDRESS ISSUE OF GRAFFITI IN AREA

- a. Program for notification, instructions on how businesses can take care of the graffiti themselves.

7. REDUCE THE NUMBER OF VACANT BUILDINGS ON DIVISION

- a. Continue to promote advantages of being in Division area
- b. Develop list of vacant buildings
- c. Get periodic reports from realtors/businesses regarding available properties, sales, etc.

5. CONTINUE ADOPT-A-BLOCK PROGRAM

- a. Maintain a list of participants and phone numbers
- b. Contact participants for Adopt-A-Block to clean area when necessary

6. PROMOTE THE DIVISION AVENUE AREA

- a. Continue running the Comcast commercial
- b. Have Comcast people come in and discuss commercial/updates
- c. Seek more sponsors of the Comcast commercial
- d. Promote positives of the Avenue in the media—Contact media anytime an business expansion or any positive event takes place

8. MEMBERSHIP

- a. Increase membership to 65
- b. Encourage the active participation of membership at monthly meetings
- c. Increase members from 44th to 54th Street

- d. Promote benefits of membership—**networking**, neighborhood watch etc.
- e. Increase diversity of members—Asian and Spanish populations
- f. Involve the residents in the area by advertising meeting information in stores, schools, etc.

9. PREPARE FOR THE BRT

- a. Review final report of the charrette
- b. Become more vocal in promoting the financial benefits of the BRT for the area
- c. Become involved and understand the new zoning regulations pertaining to the BRT and transit oriented development
- d. Participate in additional meetings regarding other station locations such as 44th Street, 36th Street, 28th Street, etc.