

Division Avenue Business Association

Minutes

January 14, 2010

1. Call To Order

Members Present: Tommy Brann, Brann's Steakhouse and Grille; Jerry DeGood, Auto Finance Company; Al Reurink, Modern RV Center; Lisa Golder, City of Kentwood, Steve Karris, Metro Motors; Juliette Cowall, Godwin Plumbing; James Leach Jr. Hobart Sales and Service; Aida Slogar, Lake Michigan Credit Union; Robert Duck, Elite Security; Megan Sall, City of Wyoming/DDA; Jim Kubiak, Bubble Magic Laundry; Kathy Stuby, Kelloggsville Public Schools; Tammy Savage, Kelloggsville Public Schools; Harold Mast, Harold Mast Consulting; Michelle Wisniewski, Chase Bank; Susie Hudson, Chase Bank; Andy Delobel, EJ Safety and Security; Gary Ball, B-Quick Printing; Judi Perrin; Ron Perrin; Jerry Timmer, Timmer's Service; Dave Johnson, Maplelawn Baptist Church

2. Approval of Minutes

3. Treasury Report

The current balance is the DABA account is \$2,835.96. We will be meeting and covering the Division Avenue area next week. Covering these areas will be: From 43rd to 36th Street, Tom Brann, from 40th to 43rd Susie Hudson, Jim Leach from 43rd to 36th on his side; from 28th to 36th Steve Karris.

4. Roundtable

Tom said he is remodeling to improve his business. He also put exterior lights around the building, and a new sign. He is trying to work with the city to get something in the former GM building.

Jerry: Discussed the website. He said that Mike is contracted through May. He could do a survey on the website and possibly cut fee. There was discussion on how much it costs to set up a website versus ongoing expense for hosting the website. Jerry will ask Mike to come next time to discuss the fee and what else the Association can do with the website.

Jerry said there are new bulbs on the streetlights.

Harold Mast: Has a consulting business. Would like to run again for County Commissioner. He represents this area and would like to emphasize the need for jobs and economic development in his campaign. HE was asked about the sheriff patrolling on Division. The county does not patrol Division since Division is in the cities of Kentwood and Wyoming.

Juliette Cowall: getting into more heating work as well as plumbing at Godwin.

Susie Hudson: Working on getting more members to join the association.

Dave Johnson: Maplelawn Baptist is preparing for its tax program with the Kent County Tax Credit Coalition. Provides a free tax service if you qualify. Call 211 to get more information. They have a grant from state so do not need donations at this time.

Ron and Judi Perrin: have purchased electric building. Doing web development. Also have boat mover business, pop up tent rental business, and property management business. Heard about Division Avenue group and wanted to see what DABA does.

Robert Duck: is going to be a potluck at his business at Alpha Players, 4318 Division for Andrew White the Godwin student that died recently. There is a wake from 5-7.

Lisa Golder: City is considering whether to go for a ballot proposal in May for increased millage.

Megan Sall: City of Wyoming will consider whether to go for a ballot proposal in May for increased millage. Also promoting an organization called Local First, a nonprofit that raises awareness of patronizing locally owned businesses. There will be a meeting on February 10, 2010 at Marge's Donuts from 8:30-10:00. She will get information to confirm the time and place to Lisa to distribute to the membership.

There was a discussion about the former GM plant on 36th Street. GM is going to be active in ensuring that the building is re-used and will work with the community to bring this about.

Andy DeLobel: wanted the association to be aware of the services offered by his company, ES Safety and Security to provide patrol and alarm response. There would be a discount for local businesses. It was suggested that this service be discussed at the next DABA meeting.

It was noted that Mark Armstrong of the Wyoming Police Department is back in our area.

Aida: LMCU participated in the Parade and they took 5th graders from South Godwin to the Griffins game. Students from 5 elementary schools received vouchers for clothing. LMCU is also participating in Rocket nights.

Tim Reeves: Mentioned Rocket nights also several more coming in the future, 5:30-7:30 With respect to graffiti he said that some organizations like the Dock may paint over graffiti and Kelloggsville may have some paint that could be donated for this purpose.

Tammy Savage: said Kelloggsville Community Coalition meeting is on January 27, 2010 at 9:00 AM at the Board of Education Center at 242 – 52nd Street. There are 5 more Rocket nights.

Division Avenue Business Association

Minutes

Page 3

Kathy Stuby: is asking business associations like DABA and the Eastern and 52nd Street group how they can help. They have students and adults that want to be involved in the community. The Community Coalition meeting will discuss this.

Membership: to be addressed by various members

Street lighting: New bulbs are in place, but do not appear to be brighter

Visiting other associations: We should visit other organizations and see what they are doing and how we can improve the association

Roundtable:

5. Goals

Improve Aesthetics:

Open House:

Improvement of Safety:

Vacant Buildings:

Promote Division

Membership: Will be going door to door to get new members

6. Next Meeting

The next meeting of the Division Avenue Business Association is scheduled for February 11, 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.