

Division Avenue Business Association

Minutes January 12, 2012

1. Call To Order

Members Present: Tommy Brann, Brann's Steakhouse and Grille; Al Reurink, Modern RV Center; Gary Ball B-Quick Printing; Lisa Golder, City of Kentwood; Tim Pomorski, Affordable Auto; Greg Warsen, Kelloggsville Public Schools; Jerry DeGood, Auto Finance; Steve, Karris, Metro Motors; Bill Fetterhoff, Godwin Schools; Aida Slogar, Lake Michigan Credit Union; Jaime Counterman, American Cancer Society; Lindsay Simmons; Angela Goss; Kyle McClure; Brian Look, Wyoming Police Department

2. Approval of Minutes

A motion was made by Reurink, with support from DeGood to approve the December minutes of the Division Avenue Business Association.

--Motion Carried--

3. Treasury Report

The Treasury has a balance of \$1,470.20. The weed treating bill of \$2,152 for Tuff Turf was paid.

Also reimbursement for printing will be paid.

4. Roundtable

Tom said that there are still problems with the getting maintenance work done at the Gateway project. He is still trying to get in touch with Neighborhood Ventures. There are no lights on the flag. Tom will continue to work on this.

Billing for membership: will go out. Gary has prepared a statement to include in the membership what DABA does. He would like a motion to send this out.

A motion was made by DeGood with support from Ball, to approve sending out the billing for 2012.

--Motion Carried--

Jaime said that there is a kick off meeting coming up for Relay for Life on Tuesday January 24th at 6:00 PM at the Spartan Store YMCA. She said that Wyoming has given this event great support in the past. February 18th there will be a family snow sculpture contest at Pinery Park.

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Aida: 2012 looking at more community involvement in schools with tutoring, J.A. job shadowing opportunities and the Griffins game with the class from Godwin Schools.

Bill Fetterhoff: promoting the concept of community schools in which schools are open earlier and closer later to offer time for assistance and contact with both students and families. He will have a representative attend the next DABA meeting to explain the concept of community schools.

Greg Warsen: may have a Leadership Class come to the next meeting. There are looking for volunteer opportunities in the business sector and ways they can help out businesses. Age group would be juniors and seniors. This will take place in the second semester between Feb/March and the end of the year.

Brian Look: Is our community police officer. He is assigned to Division Avenue and is trying to establish more neighborhood watches in the neighborhoods. The Police Department will be having neighborhood meetings in local places such as in South Godwin School. The Police Department is trying to be responsive to issues such as the prostitution issue to keep the situation under control. He has pamphlets available regarding the community policing efforts in Wyoming and said to call him if there are any issues.

Tom asked if DABA gets special attention. Brian said that the Department is trying to patrol the area, and that it helps to have people monitoring their own neighborhoods and calling there is something suspicious. The department is working on improving communications. The officers that are working in neighborhoods have shifts from 8 AM to 6:00 PM. Tom said the problems can occur when it is dark, and that it is important for his business that people feel safe.

There was discussion about recent muggings in the area. There was an interest to get a report from the Police Department on calls for service. This will be no problem. There was a discussion regarding the issues that occurred on 60th Street in which a youth pastor was injured. The Kent County Sheriffs Department is working on this. There was additional discussion about the affidavit for trespassers so that the police department can arrest any trespassers on a business' property if the affidavit is on file.

Tom appreciates all the Police Department has done for DABA. He would like to see the goal of Improvement of safety in the Division Avenue area moved to the first goal on our list.

5. Next Meeting

The next meeting of the Division Avenue Business Association is scheduled for February 9, 2012.

DIVISION AVENUE BUSINESS ASSOCIATION 2012 GOALS

1. IMPROVE SAFETY OF THE AREA

- a. Promote police patrol by bicycles
- b. Get brighter lights

2. 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. Place more planters along the Avenue, and benches, etc.
- c. Increase financial resources available—grants, tax capture programs, etc.

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

- a. Lighting
- b. Patrol of area

4. 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

5. PROMOTE THE DIVISION AVENUE AREA

- a. Promote positives of the Avenue in the media—Contact media anytime an business expansion or any positive event takes place
- b. New banner should be installed in 2012
- c. Work with school districts on common issues and goals, including school helping in clean up and businesses going into school to teach students about business

6. 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
- e. Increase diversity of members—Asian and Spanish populations
- f. Involve the residents in the area by advertising meeting information in stores, schools, etc.
- g. Place posters within businesses indicating the accomplishments of DABA

7. PREPARE FOR THE BRT

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- a. Become involved and understand the new zoning regulations pertaining to the BRT and transit oriented development
- b. Participate in additional meetings regarding other station locations such as 44th Street, 36th Street, 28th Street, etc.