

Division Avenue Business Association

Minutes December 11, 2008

1. Call To Order

Members Present: Tom Brann, Brann's Steakhouse and Grille; Jerry DeGood, Auto Finance Company; Lisa Golder, City of Kentwood, Bob O'Callaghan, Wyoming-Kentwood Chamber of Commerce; Tim Cochran, City of Wyoming; Jackie Brown, Maplelawn Baptist Church; Andrew Willis, Maplelawn Baptist Church; John Persons, Maplelawn Baptist Church; Jim Kubicek, Bubble Magic Laundry; Pat Murphy, Godwin Heights Public Schools; Richard Clanton, City of Kentwood; Shannon Colburn, Godwin Plumbing; John Kennedy, Kennedy Auto; Al Reurink, Modern RV

2. Approval of Minutes

A motion was offered with support to approve the November 13, 2008 minutes of the Division Avenue Business Association.

--Motion Carried--

3. Treasury Report

Gary reported that the current balance is \$3,076.77. Additional fund will have to be spent for weed control and banners, which will bring the balance to about \$1,000.

4. Roundtable

Tom: said he spoke to someone from the East Hills Business Association. He would like to see how they operate and get their goals accomplished. He may invite the representative to a future meeting.

Tom said that he does not think that the DABA Board should make a decision on naming the Bus Rapid Transit area to the "Kelloggsville" neighborhood or station yet. He said it could be put on the agenda for DABA at another time.

Tom reviewed the goals for 2009. The goals include:

- Open house should have more people and cost less; more commissioners to show up
- wants to learn from other business associations
- increase memberships
- improve lighting on Division
- more proactive in area clean-up

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- increase the number of planters
- knowledge of BRT and new zoning regulations
- work with Joel Burgess and try to get some grant money
- feed media with positive stories
- invite radio, television and other media to the open house

Jerry: said that the Santa Claus parade went really well. There were 55 participants and it was well-attended, even though the weather was bad. The banners are up.

Bob: said that the parade will be on WKTU. The Chamber Annual meeting is scheduled for January 23rd 2009.

Gary: The bills will be going out—there are currently 41 members and there should be more.

Tim Cochran: Jerry Mears will be retiring from the Planning director position. Tim will take his place in that role. The Wyoming Planning Commission and City Commission met regarding the future of the city and the type of city that the millennials will want to live in. This fits in with the discussion on Division Avenue and the bus rapid transit.

Al said he was doing some research on the trees that are missing and possible sources of funding for the 13 trees that are missing. Caledonia has been able to secure a grant for planting trees from the DEQ.

Pat Murphy of Godwin Heights schools said that Godwin Heights supports the Division Avenue Association. A strong Division Avenue brings families to the school. There have been some issues with the school regarding funding, but the district wishes to move forward. They want to make sure they are member of DABA for 2008-2009.

Andrew Willis introduced himself as the pastor of Maplelawn Baptist Church

Jackie Brown of Maplelawn Baptist Church said that the church is preparing for their tax preparation program again this year. Their biggest need is for volunteers, money and supplies such as a cell phone, ink, printer and networking the computers.

Jerry said that the banners are up and hung correctly with the bands around the poles so that the banners will not tear. There were several banners made for the parade.

5. New Business

Tom will have the new goals available for review at the next meeting

7. Next Meeting

The next meeting of the Division Avenue Business Association is scheduled for January 8, 2009 at 8:00 AM.

DIVISION AVENUE BUSINESS ASSOCIATION GOALS

IMPROVE THE AESTHETICS OF THE DIVISION AVENUE AREA

- a. Look at other examples of successful area such as Rockford and Spring Lake to get ideas on how the Division Avenue could be more successful.
- b. 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

2. REDUCE THE NUMBER OF VACANT BUILDINGS ON DIVISION

- a. Continue to promote advantages of being in Division area
- b. Develop list of vacant buildings

3. CONTINUE ADOPT-A-BLOCK PROGRAM

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

4. 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
- e. Better website for DABA
- f. Look into other ways to promote—direct mailers, etc.

5. MEMBERSHIP

- a. Increase membership to 60
- 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.

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- e. Increase diversity of members—Asian and Spanish populations
- f. Involve the residents in the area