

Division Avenue Business Association

Minutes January 8, 2009

1. Call To Order

Members Present: Tom Brann, Brann's Steakhouse and Grille; Jerry DeGood, Auto Finance Company; Lisa Golder, City of Kentwood, Megan Sall, City of Wyoming; Jackie Brown, Maplelawn Baptist Church; Jim Kubicek, Bubble Magic Laundry; Jeff Augustyn, Kentwood Police Department, Pete Leach, Kentwood Police Department; John Lind, Wyoming Police Department; Jessica Savino, Beltline Bar; Steve Karris, Metro Motors; Al Reurink, Modern RV; Aida Slogar, Lake Michigan Credit Union; Dick Jasinski, the Wisinki Group; Tim Reeves, Kelloggsville Public Schools

2. Approval of Minutes

A motion was offered by Al Reurink with support from Steve Karris to approve the December 2008 minutes of the Division Avenue Business Association.

--Motion Carried--

3. Treasury Report

4. Roundtable

Tom reviewed a survey of the membership of the East Hills Business Association.

. He may invite the representative to a future meeting.

Tim Reeves from Kelloggsville was present to discuss the naming of the Bus Rapid Transit stop at 54th Street after the Kelloggsville area. There was general discussion on this matter. The only concern that the association had was that they may get a donor or business that wishes to invest in the area around the bus stop and they may want to have the company or donor's name at the BRT stop as well. Tom thought that he would be in favor as long as it allows the opportunity for a future donor to use their name at the stop as well. If approved this recommendation from the DABA is only a letter of recommendation to the cities and the Bus Rapids Transit. Megan Sall suggested that the request also sent to the ITP. Lisa said that the ITP will be glad that the community is interested in the project and making it their own.

After further discussion,

A motion was made by Jim Kubicek with support from Jerry DeGood to recommend to the cities of Wyoming and Kentwood and to the ITP that the Bus Rapids Transit stop at 54th Street have "Kelloggsville" in its name; this will not

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preclude a donor that comes forward in the future the possibility of having their name on the BRT station as well.

--Motion Carried--

--Jerry discussed street lights and the Santa parade, which was a great success

--Jessica said that this was her first meeting. She wanted to know the boundaries of DABA. She said that the Beltline Bar participated in the Santa parade.

--Tim Reeves said that Kelloggsville is looking at ways to help people in the area. They will be opening their doors for evening activities including a meal for families January through May. He also thanked Tom for the coupons for the baskets that were put together for area families.

--Jackie said it was tax season and Maplelawn is beginning its tax program. She will be bringing information for businesses to share with their customers. She thinks that they are in good shape for supplies.

Megan Sall introduced herself. She will be working with the Wyoming DDA as well as being the Community Services Coordinator. Her role as the Community Services Coordinator will involve branding for the community. She reminded everyone that Wyoming 50th Anniversary of being a city is this year. There are many activities planned for the celebration which is to take place August 26-29, 2009. She and Mj. Lind listed the events, including a parade down Division Avenue, fireworks, a black tie dinner, a balloon lift, etc. At the Metro Hospital there will be a bed push race. There will also be a Kids Fair at the Armory.

Major Lind said that crime is down, with the exception of passing bad checks. The counterfeiting has been virtually eliminated.

Aida said that the bank has noticed more and more counterfeit checks. It is very hard to catch people doing this; some of the thieves have been bank customers. When this happens the bank is out that amount of money. Aida also said that the Griffins game with the Godwin students had to be rescheduled until February.

Steve said that the city is inspecting properties from Alger to 60th Street. If they are in violation they will be notified. This should help to clean up the area.

Tom said that we are still working on our goals. Lisa will assist in putting them into final form.

Tom reviewed the goals for 2009. The goals include:

- Open house should have more people and cost less; more commissioners to show up

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- wants to learn from other business associations/other cities
- increase membership
- improve lighting on Division—have city come out and look at lighting
- more proactive in area clean-up
- increase the number of planters; work with Molesta
- knowledge of BRT and new zoning regulations
- work with Joel Burgess and try to get some grant money
- invite media
- invite radio, television and other media to the open house

Tom asked about the city's position on paint color for properties on Division. Megan said that instead of trying to regulate the colors that property owners cannot have, the city will try to incent a property owner to choose colors that are consistent with a desired palette. Sometimes the colors that are chosen are more accepted or desired in other cultures, so we need to be open to that.

7. Next Meeting

The next meeting of the Division Avenue Business Association is scheduled for February 12, 2009 at 8:00 AM.

DIVISION AVENUE BUSINESS ASSOCIATION

2009 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. Meet with City
 - ii. Meet with Molesta
 - iii. Develop a plan for financing
 - iv. Promote to members – assist members in financing the planters
 - v. 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. 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

3. IMPROVE SAFETY OF THE AREA

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

4. 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

7. MEMBERSHIP

- d. Increase membership to 60
- e. Encourage the active participation of membership at monthly meetings
- f. Increase members from 44th to 54th Street
- g. Promote benefits of membership—**networking**, neighborhood watch etc.
- h. Increase diversity of members—Asian and Spanish populations
- i. Involve the residents in the area by advertising meeting information in stores, schools, etc.

8. PREPARE FOR THE BRT

- j. Receive and review final report of the charrette
- k. Become involved and understand the new zoning regulations pertaining to the BRT and transit oriented development
- l. Participate in additional meetings/charrettes regarding other station locations such as 44th Street, 36th Street, 28th Street, etc.