

Division Avenue Business Association

Minutes June 12, 2008

1. Call To Order

Members Present: Tom Brann, Brann's Steakhouse and Grille; Jerry DeGood, Auto Finance Company; Gary Ball, B-Quick Instant Printing; Steve Karris, Metro Motors; Karen Schmuker, Beltline Bar and Grill; Wayne Ondersma, the Dock Ministry; James Leach Jr., Hobart Sales and Service; Shannon Colburn, Godwin Hardware and Plumbing; Lee Groth, South Godwin Neighborhood Association; Aida Slogar, Lake Michigan Credit Union; Jim Kubicek, Bubble Magic Laundry; Bob O'Callaghan, Wyoming/Kentwood Chamber of Commerce; Mike Endres, Bluevortex.net; Larry Westdorp, Coffman Auto Glass; Dave Johnson, Maplelawn Baptist Church; Dave VanHouten, Chair, Santa Claus parade

2. Approval of Minutes

A motion was made by Gary Ball with support from Steve Karris to approve the May minutes of the Division Avenue Business Association.

3. Treasury Report

The balance in the bank is 4,923.28. The billing for the website (\$540.00) has been paid. There are bit 33 paid members.

4. Roundtable

--Jerry is pursuing issue with the Kalamazoo Banner Company regarding how the banners are ripping at the top. Comcast Cable is promoting a 30 minute advertising special starting between July1 and September 1.

--Dave Van Houten talked to the Association about the Christmas parade.

--Jim Leach said that he and Vu Tran (intern) will be working on the newsletter and it is likely to be issued quarterly.

--The website is up and running at d-a-b-a.org.

5. Goals

6. Next Meeting

The next meeting of the Division Avenue Business Association is scheduled for July 10, 2008 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.
- e. Increase diversity of members—Asian and Spanish populations

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- f. Involve the residents in the area