

Division Avenue Business Association

Minutes June 11, 2009

1. Call To Order

Members Present: Jerry DeGood, Auto Finance Company; Al Reurink, Modern RV Center; Lisa Golder, City of Kentwood, John Lind, Wyoming Police Department; John Lind, Wyoming Police Department; Steve Karris, Metro Motors; Aida Slogar, Lake Michigan Credit Union; Jim Leach Jr. Hobart Sales and Service; Lee Groth, South Godwin Neighborhood Association; Susie Hudson, Chase; Gary Ball, B-Quick Printing; Tim Cochran, City of Wyoming, Barb VanDuren, City of Wyoming; Michael Myczkowiak, City of Wyoming; Juliette Cowall, Godwin Plumbing; Jeff Augustyn, Kentwood Police Department; Pete Leach, Kentwood Police Department

2. Approval of Minutes

May minutes were not available for review. They will be made available for the July meeting.

3. Treasury Report

Gary Ball gave the Treasury Report. The current balance is \$2,650.49, plus \$170 from Chase. There will be a billing for \$285.11 for 4 pots that were replanted by Molesta.

4. Roundtable

Tim Cochran: DNR Tree Grant – applications will be out in the next month. We can apply then. The award should be made in October; it is competitive.

BRT Millage-will try again next May/ The ITP plans to have many community meetings. They are working with a firm on a new strategy to try and receive enough votes for the BRT. Millage request will be made next May. Gary asked about the dedicated lane for the BRT.

Tim said that the city is updating its plans for 28th Street

Jim: said that he met with the Ron Dressander with the city regarding the flower pots on the light poles. The light poles are not constructed to accommodate that much weight, so the hanging pots are out of the question. Jim asked what can the association do. Ron said that benches and trash bins are fine but they have to be out of the right of way. The association would have to take care of trash in trash bins on private property. Medians are acceptable where there is not a center turn lane needed. Stamped concrete is also acceptable. There would be an assumption that DABA would pay for materials. Christmas decorations and banners are also okay.

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DABA would be concerned about putting in improvements that would be removed when the area is redeveloped for the BRT. Bill Dooley is the contact for care of street trees.

Jim suggested planting bulbs in the fall after the regular clean up. Planting other perennials was suggested as was having additional help from the probationers. Lee said his homeowners association may be able to help. Juliette said that there are organizations that grow plants for lower income homeowners. They may be willing to provide some for the association. Tim said that Fruitbasket gave the city a good price on the daffodil bulbs.

Barb VanDuren: said the brownfield assessment grant has been used to assess the contamination on the former Enamelite property. A Phase 1 has been done. A Phase 2 is begun. There is contamination on the site. The Wyoming EDC has discussed donating funds for demolition or clean up to help market the property.

Barb described some of the activities for the 50th year Anniversary of Wyoming becoming a city. She introduced Michael who is working for the city on this. He provided a media kit for DABA and a list of events that will take place primarily August 26-29 and includes the MetroCruise. The parade will be August 26th at 7:00 PM. They hope to attract about 100-130 participants to the parade. There is a \$100 registration fee for each participant. All proceeds will be donated to charity, specifically to the Veteran's Memorial Gardens. A military band has also been secured.

Jeff Augustyn: said there have been a lot of breaking and entering along Division. They have arrested 3 people that were tied to this. They are hosting the Police Academy for high school students

Aida: said that the Relay for Life went well although it was cold. Thanks to all who donated. They want to try and involve the community more next year. Lake Michigan Credit Union is also participating in the 100 days of summer event, and sponsoring the Positively Warren Golf Outing. They are also in need for things to put to baskets for auction, with proceeds to the Lacks Cancer Center. They are also involved each Weds with the Blues on the Mall event downtown. LMCU is involved in Special Olympics. This year marks the 50th anniversary of the LMCU branch on Division Avenue. This was their first branch location. This celebration will probably take place between October 13-15.

Major Lind is retiring in November. He talked about the car thefts that are occurring, and that the offenders are often quickly released. He would like the prosecutors to take this problem more seriously. There was a reverse prostitution sting. The city is taking steps to clean up or shut down the apartments at the 3900 Block of Madison Avenue. After evicting several people from the apartments, the calls have dropped from 1-2 per night to 1-2 per week.

Steve said that there are two night of graffiti at 32nd and Madison. He suggested that the city clean up some of the areas along Division before holding the parade along Division.

Susie said that Chase is sponsoring Picnic Pops this summer.

Al said that in other area, RVs have been broken into and their flat screen televisions stolen.

John Lind said there is a new countywide ordinance for pawn shops where the information is computerized on the database that covers the whole state, so that stolen property can be identified.

Lee: The association likes working with children and being able to serve as role models for children. They are looking forward to National Night Out, the first Tuesday in August. The Association is still looking for donations for the dunk tank.

Gary will provide an ad to place at the park for the sponsors of the event. The community garden is going well-there is a waiting list for land. They are working at getting water for the garden. Rain barrels may be made available through Old Orchard. Major Land said he may be able to find 4 barrels. The association is also working on a farmers market.

5. Goals

Improve Aesthetics:

Open House:

Improvement of Safety:

Vacant Buildings:

Membership:

6. Next Meeting

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