

Division Avenue Business Association

Minutes May 14, 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; Kip Snyder, Wyoming Police Department; Steve Karrip, Metro Motors; Aida Slogar, Lake Michigan Credit Union; Jim Leach Jr. Hobart Sales and Service; Lee Groth, South Godwin Neighborhood Association; Michelle Wisniewski, Chase; Susie Hudson, Chase; Dick Jasinski, Wisinski Group; Gary Ball, B-Quick Printing; Don Everente, Grillmasters

2. Approval of Minutes

A motion was offered with support from to approve the April 2009 minutes of the Division Avenue Business Association.

--Motion Carried--

3. Treasury Report

Gary Ball gave the Treasury Report. The current balance is \$2,650.49. There are not as many members that have joined as last year. Jerry, Steve and Tom will be on the street to talk to businesses about joining DABA before the next meeting.

4. Roundtable

Jim: said that he met 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. He is now focusing on the flower pots on the ground. The businesses need to take care of them, because the Association can't be responsible for all the planters. Molesta will be out to replant the pots, but some businesses may choose to do their own this year.

The trestle at 28th and Division may be done this year.

Aida: said that the account for DABA was opened at Lake Michigan Credit Union. She appreciated the support for the Relay for Cancer event. If there are any businesses that want to participate by providing give-away things for the event, they can call her.

Lori Wiersma: spoke regarding Action Wyoming. This is a faith-based non profit organization that is working on reducing gang activities through sponsoring events like last year's sponsorship of Joseph Jennings to speak to at-risk youth. They also work with after-school programs to keep kids busy and off the streets. The summer break will be

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very long, and the organization is sponsoring events at the parks called the 100 Days of Summer. The website is www.100daysofsummer.net. They are hoping for additional sponsorships for camps. They will be at different parks throughout the summer.

Lisa: talked about the ITP millage failure. She said that the federal money has not gone away yet so it is possible to regroup and ask the voters again to approve the millage. The ITP is considering how to better get their message to the voters.

Also the Grand Valley Metro Council received an EPA Assessment grant for Division Avenue.

Steve: said that some of the buildings on the Avenue are looking bad. He said that he hopes Wyoming will address the property maintenance issues. We are 20 members below last year's number.

Jim: spoke about the planters. Molesta will bill the businesses separately, but we need to know who is going to plant their own. It costs \$65 for Molesta to plant. He is also looking into some of the things that Cutlerville has done to improve the area such as benches and nice looking trash cans. We would only need about 3 benches per block. It was questioned whether there are any woodshop classes that could make the benches. Jerry asked about trees. Tim Cochran is working on a grant to replace the trees. About 19 need to be replaced.

Major Lind: Discussed property maintenance and the police department. You can call if there is a property maintenance issue or graffiti.

Lee: Called 530-7300 for property maintenance for Maplevue Apartments; 14 of the 96 residents were evicted. He reported that there may be a farmers market coming to Jefferson and 36th Street, and a community garden may be started in the area. They are looking for volunteers for the Retired Senior Volunteers patrol to check for handicap compliance. National Night out is coming up. They are looking for people to patrol the neighborhood while the National Night Out events are going on.

Don: is from Grillmasters. He is on 36th Street and is looking to possibly move on Division Avenue. He attended a Leadership Grand Rapids training and is looking into the corridor improvement policies.

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 June 11, 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.