

Division Avenue Business Association

Minutes October 9, 2008

1. Call To Order

Members Present: Tom Brann, Brann's Steakhouse and Grille; Jerry DeGood, Auto Finance Company; James Leach Jr., Hobart Sales and Service; Aida Slogar, Lake Michigan Credit Union; Lisa Golder, City of Kentwood, Bob O'Callaghan, Wyoming-Kentwood Chamber of Commerce; Al Reurink, Modern RV; Dick Jasinski, the Wisinski Group; Wayne Ondersma, The Dock Ministry; Gary Ball, B-Quick Printing; Steve Karris, Metro Motors; Brandon Lai, Boba Latte; Shannon Colburn, Godwin Hardware and Plumbing; Tim Cochran, City of Wyoming; John Lind, Wyoming Police Department; Jim Kubicek, Bubble Magic Laundry; Dave Van Houten, Window World of West Michigan and Santa Claus Parade Chair

2. Approval of Minutes

A motion was made by Gary Ball with support from Al Reurink to approve the September minutes of the Division Avenue Business Association.

--Motion Carried--

3. Treasury Report

Gary Ball said that there was \$3,042.19 in the Treasury. Payments have been made for the Open House, including printing, food and beverages, plaques, etc.

After discussion a motion was made by Gary with support from Bob to approve the expense of \$1,128.28 in total for the open house.

--Motion Carried--

There was additional discussion regarding the Open House. There were about 50 people there, which was not considered a huge turnout.

There was a new member – Maplelawn Church. We are now up to 42 members.

In November the billing for next year will begin and we will be going door to door.

4. Roundtable

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--Tom said there has been some issues with prostitutes on 28th Street, and this makes it difficult to mark the area as a good place to be.

--Tim and Lisa Spoke about the charrette. The first meeting is October 18th from 10:00 AM to 3:00 PM. There will also be progress meetings held on Monday evening at 7:00 and Thursday evening at 7.

It was suggested that the DABA website be linked to information about the charrette.

--Dave Van Houten asked more about the bus rapid transit project in the area. Tim indicated that it could change the face of Division Avenue by allowing more residential that is dense in nature which will in turn support the business community. The types of businesses that are found in the area will likely change and be more supportive of the residential uses.

Dave said that the Christmas parade is coming along; there is information on sponsorships, floats, etc. Fox 17 will be doing the announcements.

--Major Lind discussed the various events that have involve the Police Department in the last month, including the suicide of a young man at America's Best hotel and a suicide at the Silver Bullet shooting range.

--Bob said that the 2009 MetroGuide is about ready to be printed, although its not too late to get your business in the guide if you act now.

--Jerry said all the ripped banners have been fixed by the banner company. The banners that were too difficult to fix were replaced at no cost by the banner company. They are going to meet with Wyoming Public Works and show them how to install the banners so that they will not rip again. Jerry said that there is a flaw in the design of the arms that hold the banner out from the poles. He questioned whether the association wanted to wait until spring to put the banners back up. It was decided to put the banners up again now, rather than waiting until spring.

--Jim said that there will be a coloring contest related to the Santa parade. Kids will be able to color the picture at any business in the association. The finished drawings can be dropped off at the business, and then they will be displayed at McDonalds. The winner in each category may get to ride in the parade with Santa. He thought maybe members of DABA could judge the contest.

Jim said a draft of the newsletter will be available early next week. He is asking permission to reprint an Advance article about the awards given at the Open House.

--Brandon Lai is the owner of the Boba Latte. He said that until now he was not aware of all the activities of the DABA group and he would like to come to more meetings if he is able.

--Aida said that the Lake Michigan Credit Union is taking children from Godwin Elementary to a Griffins game next month.

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--Al said he talked to Tim Cochran about getting the trees trimmed and they have been trimmed, but some of the trees are dying or dead. Tim said there is no money at this time to replace the trees. Al thought that about 30 trees are dead. The DABA could consider replacing a few trees a year.

-Tom said that Molesta is coming to a future meeting to discuss the planters and what other things can be done.

--Tim said that the charrette will lead to the creation of landscaping standards for new developments on Division Avenue.

--Tom said the next meeting will be devoted to the discussion of goals.

5. Goals

Aesthetics:

Reduce Vacancies: Still working on this goal—Dick Jasinski is here to help with this goal

Continue Adopt a Block: Tom received the Adopt a Block participant information

Promote Division Avenue Area: Comcast Commercial: is now running on the website. .

Membership. Jim and Vu will continue to work to increase membership. Vu is working on new ideas to establish a better relationship with the Asian community.

6. New Business

November we will be working on reviewing goals.

7. Next Meeting

The next meeting of the Division Avenue Business Association is scheduled for November 13, 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
- f. Involve the residents in the area