

Division Avenue Business Association

Minutes September 11, 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; Lee Groth, South Godwin Neighborhood Association; Aida Slogar, Lake Michigan Credit Union; Lisa Golder, City of Kentwood, Jeff Augustyn, Kentwood Police Dept; Bob O'Callaghan, Wyoming-Kentwood Chamber of Commerce; Al Reurink, Modern RV; Andy Tubergen, Tubergen Cutting Tools; Judge Steve Timmers, 62-A District Court; Dick Jasinski, the Wisinski Group; Wayne Ondersma, The Dock Ministry; Mike Coffman, Coffman Auto Glass; Jim Kubicek, Bubble Magic Laundry; Gary Ball, B-Quick Printing; Steve Karris, Metro Motors; Dave Johnson, Maplelawn Baptist

2. Approval of Minutes

A motion was made by Al Reurink with support from Jerry DeGood to approve the August minutes of the Division Avenue Business Association.

--Motion Carried--

3. Treasury Report

Gary Ball said that there was \$4,105.69 in the Treasury. Payments have been made for the printing of the newsletter, to Molesta Floral for the planters, for DABA insurance, and for printing for the invitations to the open house.

A motion was made by Al with support from Jerry to approve the July minutes of the Division Avenue Business Association

--Motion Carried--

4. Roundtable

--Jerry said that half of the banners are down for repairs. They need to be brought to Kalamazoo and the banner company will stitch them up. Then they will send someone assist in re-hanging the banners.

Some of the light poles are down. These will be put up soon.

The Open House invitations are out.

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There have been prostitutes on Division. He has called the police but nothing can be done if they are just walking on the sidewalk. Are there any ordinances that can be adopted to stop this? Jeff Augustyn said possibly loitering ordinances.

Bob O'Callaghan said that the MetroCruise was very successful. The Christmas parade is the next project. There is still time to get on board and sponsor.

Lisa Golder said that the kick off meeting for the Division Avenue Charrette for the bus rapid transit is scheduled for October 18th. She will send out information to the association.

Andy Tubergen said he could take the banners to Kalamazoo next week. He is organizing the clean up on Saturday from 50th to 54th Streets. He could use someone to help with supervision.

The Press and Advance have been contacted about the clean up. Andy's group will meet between 7:30 and 8:00 at Tommy's Catering.

Jim Leach said he was starting on the next newsletter. Any articles would be appreciated. He will add more about the Santa parade in this newsletter.

Judge Timmer said he has gotten some workers for the clean up. Let him know if more are ever needed. He said that the way to stop the prostitution in the area is to arrest the prostitutes. He has only had three cases in 8 years. He recommends that the business owners keep talking to the police when they see prostitutes on the street.

Jeff Augustyn said that the city is starting its 21st Citizens Academy. He was asked about the Casa Via Motel. He said that there are sporadic calls to the Casa Via. The activity is not limited to small hotels. He said that when the police come to hotels they have the right to ask for the list of people that are staying in the hotel.

Steve Karris said that the clean up is meeting at Godwin School before 8:00AM. He asked that Ron Dressander be contacted regarding getting the street sweepers there by 11:00 AM. Police cars will also be provided, one in each direction.

Lee Groth talked about the National Night Out signage and the successful renovation of the park.

Al Reurink said he gave a list to Tim Cochran detailing the trees that have died along the Avenue. These may not be replaced right away due to budget issues. He will ask Tim if the city or parks department can trim the lower branches of the street trees so that they do not block view of oncoming traffic.

Aida Slogar said that the insurance specialist from the bank will be available at the next meeting. She is also working on getting a better rate for the association.

5. Goals

Aesthetics:

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

Continue Adopt a Block: Tom asked for the phone number of Adopt a Block participants.

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.

The Open House will be held on September 18th. Jim will handle the presentation of awards. The city's inspectors have also been invited to the open house.

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 October 9, 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