

# Division Avenue Business Association

## Minutes

September 10, 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; Steve Karris, Metro Motors; Susie Hudson, Chase; Juliette Cowall, Godwin Plumbing; Matt Rooks, City of Wyoming Police Department, Jeff Augustyn, City of Kentwood Police Department; Jim Kubicek, Bubble Magic; Tim Pomorski, Affordable Auto Service; Josh Wasenborg, Affordable Auto Service; Dave Johnson, Maplelawn Baptist Church; Jason Wilkins, Beltline Bar; Judy Doot, Beltline Bar; Harold Mast, Harold Mast Consulting, Inc.; Gary Ball, B-Quick Printing; James Leach Jr. Hobart Sales and Service

### 2. Approval of Minutes

**A motion was made by Al Reurink with support from Gary Ball to approve the August 13, 2009 meeting minutes.**

### 3. Treasury Report

Gary Ball provided the Treasury Report. The current balance is \$2,807.16. There are 36 members and 14 Adopt-a-Block participants. The bill for printing for the Open House was \$44.00. We still need to collect some Adopt-a-Block fees.

Jerry said the Clean Up is scheduled for the 12<sup>th</sup> of September. There are 20-25 probationers lined up to assist. They will meet at Godwin at 8:00AM. John Lind will see about getting the street sweeper there at 11:00 to clean up after.

The trestle over 28<sup>th</sup> Street has not been repainted yet. MDOT is holding up the project in order not to shut down the street to traffic. Half the street was closed at a time previously. Possibly is holding up work until the street improvements are made next year.

Thursday September 17<sup>th</sup> there will be an Open House at Brann's starting at 5:00PM.

### 4. Roundtable

Harold Mast: said that he is considering running for County Commission in 2010. He is interested in joining the Association because it is a good organization. He works as a consultant for affordable housing.

Steve said that Saturday the date for the fall clean-up. We will be meeting at 8:00AM at Godwin; we will need 20 people to help. There is a new business at Imperial—it is AutoSport from the 5600 block of Division. He will be making new investment in the property to fix the roof and bring the building to code.

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John Lind: said that prostitution is down on Division. Division Avenue has had some car lots broken into. No major issues with the MetroCruise other than the cancelling of events due to weather.

Jeff Augustyn: said that a business in the 4300 block of Division has been broken into several times. Cellular phones have been taken. He said there is a service called Nixle.com that will give you real-time updates to your laptop or cell phone regarding issues in your neighborhood.

Tim Pomorski said he appreciated that the weeds at the Four Star gas Station were addressed. The Kelloggsville community event last month was a success; over 500 people came. He said the Kelloggsville Board of Education is hosting a community pride event at the middle school from 4:30-7:30PM on Friday, September 11, 2009. The area churches are hosting a pig roast on the 12<sup>th</sup>-13<sup>th</sup> of September.

Jason Wilkins is the general manager of the beltline Bar and Grill. He had heard about the Division Avenue association and came to see what it was all about.

Jerry commented that the Beltline Bar has been a big supporter of the Division Avenue area in the past and is a landmark in the area. He said that the beltline Bar has participated in the Santa parade and hope they will continue to do so in the future. The date of the Santa parade is December 5<sup>th</sup>.

Susie said that Chase is sponsoring a Business Insight Seminar on September 24, 2009 from 7-9AM. Ben Roth is speaking on "Keeping Your Business Strong in a Struggling Economy."

Juliette Cowall: said that she has been waiting from Tim to provide a list of areas that trees have not survived to introduce drought-tolerant plants. These would be used instead of trees, since these plants would be much more tolerant of dry weather. Tim said there were 16 places where these plantings could be used. It was suggested that the locations could be noted by seeing where the trees have been removed.

Juliette also indicated that the Nature Conservancy is having a sale of plants and trees.

## **5. Goals**

Improve Aesthetics: Jim and Lee and working with this goal

Open House: Set date of September 17, 2009

Improvement of Safety:

Vacant Buildings:

Promote Division

Membership: Will be going door to door to get new members

## **6. Next Meeting**

The next meeting of the Division Avenue Business Association is scheduled for October 8, 2009

# 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 44<sup>th</sup> to 54<sup>th</sup> 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 44<sup>th</sup> Street, 36<sup>th</sup> Street, 28<sup>th</sup> Street, etc.