

# Division Avenue Business Association

## Minutes

November 12, 2009

### 1. Call To Order

Members Present: Tommy Brann, Brann's Steakhouse and Grille; Jerry DeGood, Auto Finance Company; Al Reurink, Modern RV Center; Lisa Golder, City of Kentwood, Richard Clanton, City of Kentwood; Chief James Carmody, Wyoming Police Department; Matt Rooks, Wyoming Police Department; Steve Karrip, Metro Motors; Juliette Cowall, Godwin Plumbing, Jeff Augustyn, City of Kentwood Police Department; Don Tuuri, City of Kentwood Police Department; Tim Pomorski, Affordable Auto Service; James Leach Jr. Hobart Sales and Service; Aida Slogar, Lake Michigan Credit Union; Robert Duck, Elite Security; Tim Cochran, City of Wyoming; Jim Kubiak, Bubble Magic Laundry; Kathy Stuby, Kelloggsville Public Schools; Tammy Savage, Kelloggsville Public Schools; Harold Mast, Harold Mast Consulting; Michelle Wisniewski, Chase Bank; Susie Hudson, Chase Bank; Lee Groth, South Godwin Neighborhood Association

### 2. Approval of Minutes

**A motion was made by Al Reurink with support to approve the October 12, 2009 meeting minutes.**

### 3. Treasury Report

The current balance in the DABA account is \$3,204. There was one new member.

### 4. Roundtable

Tom discussed goals briefly.

He asked Rob Duck to explain what he has found out about the trees. Rob said that half the trees along the Avenue are a mess. He will address more in the roundtable

Membership: Tom would like to increase the membership to 65

Street lighting: would like to see brighter street lights

Visiting other associations: We should visit other organizations and see what they are doing and how we can improve the association

Jerry suggested that the DABA get an intern to conduct a survey similar to that completed for the 28<sup>th</sup> Street DDA.

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Lisa suggested that a goal of the association should be to promote the BRT.

It was suggested that DABA take a position on the Wyoming sign ordinance.

Have more police presence on bicycles

Roundtable:

Jerry: Santa Claus parade is December 5<sup>th</sup>. He distributed posters for the event.

Tim Cochran: said that the interchange at 44<sup>th</sup> Street will be wrapping up in the next month. There are 40,000 cars per day on 44<sup>th</sup> Street at the interchange.

There is a new motorcycle dealer going in on the Avenue.

Tim addressed the issue with the GM plant. A recent study from the U of M suggests that the jobs in the future will be office, so there would be no need to have 2 million square feet of manufacturing space. The city is looking at how to tear it down and reuse the property. Office workers were also the focus of the employment projections for the BRT area.

Lisa: said that the city has had budget cuts; one of these was for the city's code enforcement person. Planning will be trying to keep up with the enforcement issues.

Richard Clanton: City is in difficult financial position, layoffs announced; more may be coming in the future. Work is progressing on the library.

Kathy Stuby and Tammy Savage: Kelloggsville Schools is partnering with organizations to support people in families in the district and neighborhood. They can offer student help with community projects such as clean ups. They have brought some brochures and window clings for any of the businesses. They are having 6 Rocket family nights in the winter months. They will be offered a free meal and learning sessions. The businesses in the area could be a part of this and promote their businesses. The Rocket nights will be offered two times a week through March.

Harold Mast: Said that Frank Lind of Disability Advocates is having a community summit this Saturday. The topic is "How state issues are affecting you locally." The location is 118 Commerce. He will report back to DABA on this.

Carrie Bremer: She recently moved her business to Division Avenue. Elite Security is located at 4316 Division. She is happy to be a member of the organization.

Rob: Business is Alpha Players and Duck's Lawn Care; he is also part of Elite Security. He is working with area kids. Had a number of kids helping pick up trash and help with Trick of Treat on Halloween. He is having card game events and tutoring for kids and has had great support from families. He is open 7 days a week.

With respect to the trees along Division, he said they area mess. Some businesses have destroyed trees or cut off branches. There are 160 boxes. His landscaping business has connections where he can get trees at a reasonable price. Tom suggested that he work with Jim Leach on this, since this is one of DABA's goals.

Jeff: Police department has new office hours for the public—9-4 Monday through Friday. Non emergency reports can be made on the Internet. He mentioned Nixle.com which is a free service where you can sign up and be made aware of any police issues in your area.

Don: Said that positions were lost in the Kentwood Police Department. Neighborhood Services were combined with traffic creating a Community Services Division. There are four officers for this Division.

Chief Carmody: Major Lind has retired. There have been 21 positions lost since 05. Someone from the Police Department will continue to meet with the association; the connection to the business community is important. In the neighborhoods there has been a few more breaking and entering, possibly because of the increased price of gold. Domestic were up also. Other crime was a little down.

Lee: said that he is thankful for Major Lind, the people at the Wyoming Park and Recreation Department and that the activity at the apartments on Madison is down.

Steve: said a lot of good things are happening in the area if you look.

Al: said that his business was broken into; someone got into 12 vehicles and caused \$22,000 of damage. His property at 3449 has been rented to a car dealership.

Jim: said that he drives down Division at night and there were only three street lights working. Steve said they tried new lights last year. If these were the new led lights, they are not brighter than what was there before.

Aida: Goodwill donations went well. The credit union will give vouchers for families to get free clothing.

Lake Michigan Credit Union is offering scholarships again this year. It is for seniors graduation from high school and planning to go to an accredited 2-year, 4-year or technical school. She has been to schools to promote.

The Credit Union is also participating in the Santa Parade.

A question was raised about graffiti and whether the Police Department can address it. Chief Carmody said that the city can no longer address this issue and is counting on the business community to clean up graffiti when they see it. Otherwise they are trying to apply for assistance on this through the CDBG program.

Tom said next month is the December meeting and a breakfast will be provided.

## **5. Goals**

Improve Aesthetics:

Open House:

Improvement of Safety:

Vacant Buildings:

Promote Division

## **6. Next Meeting**

The next meeting of the Division Avenue Business Association is scheduled for December 10, 2009.

# **DIVISION AVENUE BUSINESS ASSOCIATION 2010 GOALS (DRAFT)**

## **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. Replace trees
  - ii. Plant perennials in other locations
  - iii. Develop a plan for financing
  - iv. 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. STAY IN TOUCH WITH CITIES ON ISSUES THAT IMPACT DIVISION**

- a. Sign Ordinance
- b. Lighting
- c. Property maintenance
- d. Patrol of area

## **3. 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

## **4. IMPROVE SAFETY OF THE AREA**

- a. Promote police patrol by bicycle
- b. Meet with Ron Dressander regarding lights
- c. Get police endorsement of brighter lights
- d. Get lighting information from other communities
- e. Have Mayor and Council come out at night so that they understand the lighting issue

**5. CONDUCT A SURVEY OF THE DIVISION AVENUE BUSINESSES**

- a. Talk to area colleges re: the possibility of offering an internship
- b. Develop list of possible tasks for the intern
- c. Meet with intern to discuss survey and how it is to be accomplished
- d. Conduct survey and analyze results

**6. ADDRESS ISSUE OF GRAFFITI IN AREA**

- a. Program for notification, instructions on how businesses can take care of the graffiti themselves.

**7. 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

**8. MEMBERSHIP**

- a. Increase membership to 65
- b. Encourage the active participation of membership at monthly meetings
- c. Increase members from 44<sup>th</sup> to 54<sup>th</sup> Street
- d. Promote benefits of membership—**netwo rking**, neighborhood watch etc.
- e. Increase diversity of members—Asian and Spanish populations
- f. Involve the residents in the area by advertising meeting information in stores, schools, etc.

**9. PREPARE FOR THE BRT**

- a. Review final report of the charrette
- b. Become more vocal in promoting the financial benefits of the BRT for the area
- c. Become involved and understand the new zoning regulations pertaining to the BRT and transit oriented development

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- d. Participate in additional meetings regarding other station locations such as 44<sup>th</sup> Street, 36<sup>th</sup> Street, 28<sup>th</sup> Street, etc.