

Division Avenue Business Association

Minutes

October 8, 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, John Lind, Wyoming Police Department; Steve Karris, Metro Motors; Juliette Cowall, Godwin Plumbing, Jeff Augustyn, City of Kentwood Police Department; Mike Brockheim, 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; John Kennedy, Kennedy's Auto

2. Approval of Minutes

A motion was made by Al Reurink with support from Jerry DeGood to approve the September 10, 2009 meeting minutes.

3. Treasury Report

Jerry DeGood provided the Treasury Report. In 2009 there were 36 paid members. Two members have paid for 2010 so far. The current balance is \$2,877.16. There are 14 Adopt-a-Block participants; not all of the money for these has been collected. The bill for printing for the Open House was \$430.71. After discussion,

A motion was made by Jerry DeGood with support from Al Reurink to approve the \$430.71 bill for the Open House.

The weed control would spend down the rest of the money that DABA has. Funds need to be collected for 2010 membership.

The members discussed the clean up and the open house. There were about 50 people that attended the open house. Many of these represented the communities—there were not as many business people in attendance as in previous years.

The clean up was also successful; the probationers were very helpful.

4. Roundtable

Juliette Cowall: said that she looked for places along Division where perennials could be planted. This will be done on a trial basis. It will be important for people to water the plants. Tm said that the plants cannot block visibility for motorists.

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Aida: said that there are new LMCU branches in Jenison and Allendale. Now there are about 25 branches total. They are working with Goodwill for donations for winter clothing. Some of these will be made available to schools for children who do not have adequate winter clothing.

John Lind: No more car lots have been broken into; the prostitution problem has improved. Hotels are beginning to assist the police in identifying prostitutes. Chase Bank was robbed, but no one has been arrested.

Jeff Augustyn: Four individuals have admitted to car larcenies that have taken place in recently. Marathon at 4900 Division was robbed; cigarettes were taken—this is similar to Admiral robberies in the past. Kentwood was business alarms that can be used by businesses to attempt to stop burglaries. The city has 4 and they are available for businesses to use. The call goes right to the Police Department and they have been very effective.

Kelloggsville's Homecoming parade is this Friday. Division may be blocked for about a half hour during the parade.

Rob Duck introduced himself. He is the operator of Elite Security, Alpha Players and Duck's Lawn Care. He wanted to see what the association is about and is interested in being involved. He noted that in the alley behind 4317 Division there are a lot of children around after midnight that should not be there.

Lisa: Kentwood is working through budget issues, like other municipalities.

Jim: Has a contact with Holwerda's; worked with them on getting quotes when we were looking at the planters on the light posts. There was a discussion about the funding for trees and landscaping on Division. He thought that the neighborhood association could be involved in the upkeep of the landscaping. He has spoken to Lee regarding this. Aida said to a good way to raise money that the banks have used is to ask each customer if they want to contribute a dollar toward a specific cause. People may want to contribute toward beautifying the Division Avenue area with landscaping. The banks could do this, but also other businesses could collect money as well. There would have to be a coordinated effort between the businesses.

John: said that he was concerned about the new regulations that Wyoming has for banners and other temporary signage. Car dealerships rely on these and now the city has told them they are not permitted. He thought that someone from the association was on the committee that made this decision.

Tom Brann said that no one from DABA was on the committee that discussed signage. But the Chamber of Commerce has come out against the regulations.

Tim Cochran said that they sign regulations were discussed over a long period of time several years ago. He said that there was a sign committee task force that discussed and debated the regulations thoroughly. He suggested that anyone that is against the regulations send a letter to the city manager.

Tom suggested that a respectful letter be sent to indicate how this regulation affects the business community.

Jerry said that he went to a DDA meeting. The gateway project was discussed. The DDA is making an effort to promote shopping locally.

Jerry presented John Lind with an award for his dedication to the Division Avenue Business Association. Steve said that John has been there to assist DABA and to provide communication between the city and the association. We appreciate all his efforts and wish him well in his retirement.

5. Goals

Improve Aesthetics:

Open House:

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 November 12, 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 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

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- 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.