

## Division Avenue Business Association

**February Board Meeting  
Thursday, February 8, 2018  
8:00 A.M.  
Tommy Brann's  
4157 S. Division**

### AGENDA

1. Call to Order
2. Approval of Minutes
3. Treasury Report
4. Banner Update
5. Roundtable
6. Items for Website
7. DABA 2018 Goals
8. Next Meeting Date: March 8, 2018 8:00 A.M.
9. Looking ahead – membership drive/breakfast meeting
10. Adjourn

### **DIVISION AVENUE BUSINESS ASSOCIATION 2018 GOALS**

#### **1. IMPROVE THE AESTHETICS OF THE DIVISION AVENUE AREA**

\*develop branding/marketing strategy for Division Avenue that can be incorporated into materials related to the Association

-Banners

-entry signage

\* develop ideas for one event-possibly in conjunction with school

\* develop a list of potential sources of funds for public improvements to the area

\* develop a list of public improvements to the area we would like to see such as street trees, lighting, signage

#### **2. CONTINUE ADOPT-A-BLOCK PROGRAM**

- a. Contact participants for Adopt-A-Block to clean area when necessary
- b. ensure that all Adopt-A-Block participants have paid up (Steve)

#### **3. MEMBERSHIP**

- a. Increase membership to 50
- b. Encourage the active participation of membership at monthly meetings
  - reminder emails the day before a meeting

- c. Work with the West Michigan Asian American Association to promote business membership and participation in DABA
- d. Speakers invited to DABA meetings to increase interest –
  - Police department on relevant topic
  - Update on legislative initiatives by Tommy Brann
  - Real estate activity update
  - report from the West Michigan Asian American Association
- f. Develop a better explanation of benefits of joining DABA

#### **4. PUBLIC RELATIONS**

- a. Develop a list of appropriate volunteer activities for students at local area schools
- b. Find a way to keep website updated