

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

February 4, 2015 Minutes

The regularly scheduled meeting of the Fennville DDA was called to order at the 220 Building at 7:00 p.m. by Chairman Claude Rummer.

Members Present: Amy Cook, Ed Kortman, Mike McCracken, Matthew Pietsch, Erica Ramos, Dan Rastall, Claude Rummer, Mark Schrock

Members Absent:

Others Present: Jodi Welscott, Goose Festival Committee

The Pledge of Allegiance was recited.

Public Comments – None

Approval of the Agenda – **Schrock moved, supported by Ramos, to approve the agenda as presented. MOTION CARRIED.**

Secretary's Report – **Rastall moved, supported by Kortman, to approve the January 7, 2015 meeting minutes as presented. MOTION CARRIED.**

Treasurer's Report – Invoices presented were Mary Kasprzyk for public relations services and Lisa A. Sheaffer for administrative services. Invoices totaled \$395.00. **Rastall moved, supported by Schrock, to approve the bills as presented. MOTION CARRIED.** Rummer requested to hold action on the quote for annual landscape maintenance from Landscape Design Services, Inc. as he has additional requests to be made. Pietsch stated there was an invoice from Allegan County Sheriff's Office for \$112 for two reserve deputies for the Christmas parade. The DDA has already expended over \$900 for the Christmas celebration. Ramos and Welscott will present the invoice to the Chamber for payment.

Snow removal costs were discussed. **Cook moved, supported by Rastall, to pre-approve the snow removal costs for the remainder of the winter season with oversight by the DDA board officers. MOTION CARRIED.**

Communications

- A. Lighthouse Insurance Group – It is unclear why this notice had been sent to the DDA.

Old Business

- A. Web Site Issues – Sheaffer requested to eliminate the online information request form as it has only been resulting in spam emails. She also requested additional information for inclusion under both the Arts and the Entertainment headings on the web site.
- B. Vacant Board Position – No candidates at this time.
- C. Sound System – Schrock explained that the timer no longer works. He will get information on a new one. New times during which music will be played in the downtown area during the holiday season will be from 11:00 a.m. to 6:00 p.m., Sunday through Saturday.

New Business

- A. Greater Fennville Chamber of Commerce Directory – **Schrock moved, supported by Kortman, to purchase the inside front cover of the Chamber's 2015 directory for \$500 for DDA advertisement. MOTION CARRIED.**
Pietsch moved, supported by Rastall, to contract Michele Overweg Spans for an amount not to exceed \$200 to design the DDA's inside front cover advertisement in the Chamber's 2015 directory. MOTION CARRIED.
- B. Grant Opportunities – Cook, Rummer, and Ramos met with Ryan Kilpatrick last week to discuss funding opportunities for Fennville. The DIG funding will not be announced until the fall, if at all. Current DDA projects needing funding are the streetscape expansion, parking, and the market square.

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Crowdfunding monies are available until September with matching funds up to \$100,000. There is a \$10,000 limit per community funding source, and a time limit of 30 days to raise the funds. If the goal amount is not met, the monies are returned to the funders. However, any money raised above the goal amount is matched by the MEDC. Cook encouraged the board to go to the web site for more information, which is www.patronicity.com.

Kilpatrick stated that by using several different funding programs, such as the Signature Building grant, Blight Remediation funds, and MSHDA housing funds, buildings downtown could be improved with new facades and apartments on the second and possibly third floors. Cook suggested dividing the projects between two committees with the Promotion Committee focusing on the Crowdfunding project, and the Economic Restructuring Committee handling the other.

- C. DDA Logo – Sheaffer stated there is no logo with Fennville DDA wording. **Cook moved, supported by Rastall, to contract Michele Overweg Spans for an amount not to exceed \$200 to repair/redesign the DDA logo. MOTION CARRIED.**

Committee Reports

- A. Economic Restructuring – Cook stated the committee will meet at 6:30 p.m. on February 11th.
- B. Organization – No report.
- C. Physical Elements – Rummer reported the committee did not meet.
- D. Promotion – Pietsch requested input for the spring event slated for May 9th. Suggestions were made to create a children's event involving planting with a tie-in to the Goose Festival with harvesting in the fall. Pietsch inquired about the need to purchase a tent for events.

Ramos discussed changes for the public relations position. Members of the Chamber and the DDA will meet to review the current job description.

- E. Goose Festival – M-DOT has agreed to allow M-89 to be closed on the Sunday of the Goose Festival providing the road is open Saturday overnight. Welscott presented a tentative schedule for the 2015 Goose Festival as well as a preliminary budget. Fennville Public Schools is helping with several of the events for the festival.

Miscellaneous – Rummer reported Michigan Works opened at the 220 Building on February 3, 2015. Diane Estrada will be its receptionist.

The Chamber has slated March 12th for an after-hours networking event.

Rastall reported City Commission updates: the library is having a Civil War reenactment from 11-2 p.m. on June 25th; the Kingsley House is having its Open House from 5-7 p.m. on February 26th; Allegan County finished its 5-15 year plan containing over 140 projects with the top three being the 911 system, updating job descriptions and wages for over 350 county employees, and improving its nine county parks; the County is dropping its burn line; and the County Road Commission is hoping for a yes vote for the new sales tax as its budget has not been increased for several years.

There is a survey regarding the need for countywide broadband services is being distributed.

Rummer stated the Chamber dinner was a nice event.

The meeting was adjourned at 9:27 p.m.

Minutes submitted by Lisa A. Sheaffer.