

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY
April 1, 2015 Minutes

The regularly scheduled meeting of the Fennville DDA was called to order at the 220 Building at 7:03 p.m. by Vice Chairman Amy Cook.

Members Present: Amy Cook, Michael McCracken, Matthew Pietsch, Erica Ramos (7:03 p.m.), Mark Schrock

Members Absent: Ed Kortman, Dan Rastall, Claude Rummer

Others Present: Jodi Welscott, Goose Festival Committee; Kate Maryon and Don Reuschel, Coldwell Banker

The Pledge of Allegiance was recited.

Public Comments - None

Approval of the Agenda – **Schrock moved, supported by Ramos, to move the Real Estate Listing Extension to the first item on the agenda. MOTION CARRIED.**

Real Estate Listing Extension - Don Reuschel and Kate Maryon discussed the DDA property listing, made suggestions in the rewording, and offered to prepare a comparative marketing analysis for pricing. **McCracken moved, supported by Pietsch, to extend the real estate listing with Coldwell Banker for six months and to authorize Amy Cook to sign the extension paperwork. MOTION CARRIED.**

Secretary's Report – **Schrock moved, supported by Ramos, to approve the March 4, 2015 meeting minutes as presented. MOTION CARRIED.**

Treasurer's Report – Invoices presented were Mary Kasprzyk for public relations services, Landscape Design for perennial removal and plant division in Hutchinson Garden, and Lisa A. Sheaffer for administrative services. Invoices totaled \$1,135.00. **Schrock moved, supported by McCracken, to approve the bills as presented. MOTION CARRIED.**

Communications

- A. Online Marketing Report was reviewed.
- B. Midwest Family Broadcasting email was reviewed.

Old Business

- A. 220 Building Locking System – Two proposals for a new locking system at the 220 Building were reviewed.

New Business

- A. American Red Cross requested to place a banner on the DDA property on Main Street from May 11 – May 30 for the Wes Leonard blood drive. **Schrock moved, supported by Pietsch, to allow the American Red Cross to place the Wes Leonard blood drive banner on the DDA property from May 11 to May 30, 2015. MOTION CARRIED.**
- B. Tuesdays in the Park Concert Series – Ramos and Welscott asked the DDA to take over the management and funding of the concert series beginning this year. The Chamber has not received enough sponsorships, which is how it funds the event. The concerts start June 16, 2015 and run every other Tuesday until the last concert on August 11, 2015. Schrock estimated a cost of \$4,000 for the concert series but stated that he will get budget and band information for the DDA. Checks could be written the Friday before each concert, and Pietsch offered to pick up the check from City Hall. **Pietsch moved, supported by McCracken, to take over management and funding of the Tuesdays in the Park concert series from the Chamber beginning this year. MOTION CARRIED.**

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Committee Reports

- A. Economic Restructuring – Cook stated the committee had met briefly to discuss a parking plan which will be developed and submitted for grant funding. Federal USDA grant funding application rounds begin June 2015, and the State level application is February 2016. She will have a preliminary packet available at the next DDA meeting. The committee will meet again on April 8th.
- B. Organization – No report.
- C. Physical Elements – No report.
- D. Promotion – Pietsch stated the May 9th event has been finalized. The event is for children and will allow them to pot flowers for their moms. They will also plant pumpkin seeds that will be transferred to the pumpkin patch in the garden on S. Maple Street and harvested for display at the Goose Festival. Plant splits from the Hutchinson Garden will also be sold at the event. The committee is considering getting t-shirts or fleece jackets as a uniform for the DDA to help promote it at various events.
- E. Goose Festival – Welscott stated the committee is still researching carnival providers. It has a schedule outlined, bands booked, craft show, Outdoor Discovery, and is finalizing the sponsorship packets, which will include radio advertising and Happy Hour with the Mayor.

Miscellaneous – The Chamber is holding its first After Five event from 5-7 p.m. on April 21st at the Salt of the Earth. The speaker is Dirk Weeldreyer, Superintendent of Fenntown Public Schools. Chamber members can attend at no cost; there is a \$5 charge for non-members. Proceeds will go to the Chamber's scholarship fund.

Rastall inquired via email about the award for Tony Morgan. It was suggested to present it at an After Five event.

The DDA has arranged a meeting with Ryan Kilpatrick and downtown business owners to discuss second-story residential opportunities. This will be held at 1 p.m. on April 21st at the Salt of the Earth. **Ramos moved, supported by McCracken, to provide lunch at a cost not to exceed \$15 per person. MOTION CARRIED.**

The ribbon cutting ceremony for Michigan Works! will be held May 4, 2015.

The meeting was adjourned at 8:17 p.m.

Minutes submitted by Lisa A. Sheaffer.