

# Division Avenue Business Association

## **Minutes March 8, 2018**

### **1. Call to Order**

Members Present: Jerry DeGood, Auto Finance; Lisa Golder, City of Kentwood; Sarah Schantz; Godwin Public Schools; Brandon Armstrong, Kentwood Police Department; Ben Durian, Wyoming Police Department; Megan Sall, City of Wyoming; ADP; Debbi Coleman, Hope Network, Gary Ball, B-Quick Printing; Matt Kooiman, of Representative Bill Huizenga's office; Bob O'Callaghan, Wyoming-Kentwood Chamber of Commerce; Sam Bolt, City of Wyoming, Tim Cochran, City of Wyoming

### **2. Approval of Minutes**

**A motion was made with support to approve the February DABA minutes.**

**--Motion Carried--**

### **3. Treasurers Report:**

The balance in the Treasury is \$3,086.44

Jerry: There was a discussion on the DABA website. The bill for maintaining the website has come up, cost has been reduced to \$400. Discussion ensued as to whether we need a website. There are many hits on the website but there does not seem to be any leads/business generated from the leads. The website is outdated with respect to pictures, but this is our fault for not getting updated information to Mike. There was discussion as to whether we should just have a Facebook account instead for DABA. We already have a Facebook page; maybe this is enough. Information has been updated on our Facebook page, including minutes and agendas. We will see if it can be done cheaper than \$400 and figure out who the administrator of the Facebook page is.

There was additional discussion regarding links from one of the businesses on the DABA website that do not link to the business itself. Mike will be contacted to correct the error in the link.

Discussion ensued on the banners. We have received \$2,250 in donations, from DABA, Marge's Donuts and Kentwood. Megan said that the cost for banners was not budgeted for Wyoming. In addition, Wyoming probably cannot cover the cost of

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installation. Commissioner Bolt said that the 28<sup>th</sup> Street DDA pays someone to install theirs, so it wouldn't be fair to have the city install banners for DABA. This will significantly increase the price. We need to get an estimate on the amount of money it would take to install the banners so that we can decide if it is possible to do the banner project.

Megan said there are six brackets that were found, so these could be used.

There was additional discussion on the Gateway project, and who is in charge of its maintenance.

Brandon Armstrong: Said there was a car stolen from 3055 Division.

Debbie Coleman: with Hope Network presented materials on Wheels to Work, which is a ride-to-work program for the employers of West Michigan and its employees. Costs are shared by the employer and employee. The program sponsored by Hope Network to help people with transportation to work. There is also a chauffeur-drive ride program for people with disabilities. Information on these programs were distributed to DABA.

Sam Bolt: There is an opening on City Council. Must file by March 15<sup>th</sup> for Ward 1 Commissioner. Is an appointment, and would serve until fall when you would have to run again. There is already someone running in opposition.

Megan: Information on vacancies can be found at Wyoming.gov. There are 4 seats on the ballot for this fall. In May there will be a millage sinking fund vote for the Godfrey Lee School District. We are working on the budget for next year. The Police Chief retirement party is on April 25<sup>th</sup>. Looking for candidates for his successor.

Matt Kooiman (Rep. Huizenga's Office): Discussed the tax reforms passed

Tim Cochran: 2 hotels going on Clyde Park, Menards expansion, Consumers Credit Union project and several industrial projects

Sarah: Godwin is in the basketball districts

Ben: 60 calls this month, which is normal. Marks Photo was robbed, but the person was caught. 9 vehicles stolen from gas stations, suspects ranged in age from 18-50 years old.

Jerry: Clean up is Saturday April 14. Street sweeper will be there.

## **5. Next Meeting**

The next meeting of the Division Avenue Business Association is scheduled for April 12, 2018. It is the breakfast meeting.

## **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
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- 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
- c.