

Division Avenue Business Association

March Board Meeting
Thursday, March 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
8. Next Meeting Date: April 12, 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

President – Tommy Brann ** Vice President – Jerry DeGood ** Treasurer – Gary Ball ** Sergeant of Arms – Steve Karrip

- 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