

## Division Avenue Business Association

**May Board Meeting  
Thursday, May 10, 2018  
8:00 A.M.  
Tommy Brann's  
4157 S. Division**

### AGENDA

1. Call to Order
2. Approval of Minutes, March 2018
3. Treasury Report
4. Banner Update
5. Division Avenue Clean Up report
6. Membership
7. Roundtable
8. Items for Website
9. Next Meeting Date: June 14, 2018 8:00 A.M.
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