

**VILLAGE OF KENT CITY
DOWNTOWN DEVELOPMENT AUTHORITY MEETING
REGULAR MEETING
August 15, 2018**

1. The meeting was called to order at 4:00 p.m. by Chairman Bostwick at 83 Spring Street, Kent City.
Members present: Dean Anderson, Andrew Bostwick, Glenn Crabtree, Liz Knapp, Nick Lewis, Sharon Olson and John Petruska.
Absent: Kathy Ignasiak.
Others present: Mary Portell, Appointed Secretary and Bert Rose.

2. **Motion** by Petruska, 2nd by Lewis to approve the July 19th meeting minutes with a change to item F. that the Village has discussed filling the Village Manager's position in two years, and correct spelling on Muskegon (B.) and independent (F.).
Vote: 7 Ayes; 0 Nays. Motion CARRIED

3. **Motion** by Petruska, 2nd by Knapp to approve the agenda with the addition of H. New Library – Financing and I. Halloween Fest.
Vote: 7 Ayes; 0 Nays. Motion CARRIED

4. Public Comment – None.

Guest – Jan [Afton] Richardson the Marketing Director for 20 years for the City of Coopersville. She shared the following information.

- Brainstorm
- Contact with Businesses – what they are happy with & don't like
- Survey Residents
- Attend Michigan Downtown Association Convention
- Contact Robert Koch, Coopersville
- Events take 3 + years to establish - Do Summer, Fall and Winter [Night Time Parade]
- Build relationships with journalists – get your name out there.
- Advertise – keeping businesses happy is your best advertisement.
- Consulting firm
- Village Manager should not be the DDA Director. Person has to be manager first, then director. Coopersville's past manager felt it was a conflict. That position has been split. New DDA position is now Director & Marketing.
- Coopersville budget \$400,000 - \$20,000 for advertising.

5 Business

Agenda items A thru F were discussed together. John shared information regarding a discussion he had with the assessor on the new company that has purchased 90 Spring Street. They currently have an exemption of personal property at their 17 Mile location. The decision to take 90 Spring Street and/or personal property out of the DDA are postponed until factual information can be obtained. Mary suggested getting information on the procedure and cost to do

this [attorney fees, public notices fees]. Façade Sign / small electronic board downtown. Glenn will prepare questions for a survey for the board to review.

G. Next meeting date: September 20th. Agenda items: DDA Brochure, results of surveys from Fall Festival, Halloween Fest, Budget, update for Act 257.

H. New Library – Two committees are being established: Fundraising and Building. Donations are being accepted to help build the new library.

I. Halloween Fest – Liz passed out flyers to promote the Trunk & Treat. Sharon volunteered to do the flyer with information on it from the American Legion, K.C. Fire, K.C. Schools and Library to advertise at Fall Festival.

7. **Other Comments** – None.

8. **Adjourn** – Chairman Bostwick adjourned the meeting at 5:53 p.m.

Respectfully submitted,

Mary Portell, Appointed Secretary