

THESE MINUTES ARE SUBJECT TO APPROVAL BY THE WYOMING DOWNTOWN DEVELOPMENT AUTHORITY AT ITS MEETING OF FEBRUARY 2, 2010

DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING MINUTES OF JANUARY 5, 2010  
CITY COUNCIL CHAMBERS  
CITY OF WYOMING, MICHIGAN

MEMBERS PRESENT: Baker, Coombs, Cross, Harkema, Israels, Kochneff, Martz, Mayor Poll, VanderVeen

MEMBERS ABSENT: None

STAFF PRESENT: Sall, Smith, Grooters, Rynbrandt

OTHERS PRESENT: Jerry DeGood, Division Avenue Business Assn.  
Marge Wilson, Marge's Donut Den  
Rich Wadsworth, Edward Jones  
Rick Sturim, Metro Cruise

Chairman Kochneff called the meeting to order at 8:04 a.m.

Approval of Meeting Minutes

Motion by VanderVeen, supported by Cross, to approve the minutes of December 1, 2009 as written. Motion carried unanimously.

Public Comment on Agenda Items

There were no comments.

Division Avenue Businesspeople

Jerry De Good reported that they are in the process of collecting dues for 2010. Attendance at the Christmas Breakfast in December was low due to inclement weather, and they are still working to coordinate the repainting of the train trestle. The Association is also discussing the possibility of conducting a survey for business owners, much like the one done in the DDA.

Treasurer's Report

December Monthly Report - DDA Treasurer Smith presented the Statement of Revenues, Expenditures and Changes in Fund Balance for the One Month and Six Months Ended December 2009. Total Revenues were \$332,348, Total Expenditures were \$88,402 and Year to Date Fund Balance was \$767,366.

Sall discussed payment of the Administrative Fees for the coming year. It has been determined that this year's fees are \$16,680, which is being prorated and paid monthly. As this expense had not previously been budgeted, Sall explained that funding could come from the contingency fund or the general fund. If it were to come from the general fund, the request would have to be approved by City Council. A motion was made by Harkema, supported by Coombs, to reappropriate the funds from the DDA fund balance. Motion carried unanimously.

### Metro Cruise

Rick Sturim, co-chair of Metro Cruise, gave an update on the event. They have decided against going to Center Pointe Mall as it is located in Grand Rapids, and instead they are going to use Woodland Mall which is located in Kentwood. They plan on using Klingman's again for events and programming, and they plan to produce a better Metro Merchant booklet and newspaper insert that is published earlier. Sturim mentioned the desire to have a DDA booth again, as well as their support. Sall inquired about sponsorship packages. Sturim said they have not yet been created. Kochneff mentioned that he would not like a re-occurrence of last year's situation when contracts and plans were changed without notice.

### DDA Master Planning

Sall noted the 28<sup>th</sup> Street Steering Committee is meeting regularly to study the long-term vision for 28<sup>th</sup> Street. The committee decided the study area boundaries will be from Clyde Park to Burlingame Avenues. The committee will next be looking for a consultant and developing a Request for Qualifications. They are looking to have a consultant approved by City Council in March.

Baker asked the desired outcome of the group? Sall said they would like to create a new vision and development plan for the area, based on the input from various stakeholders and the community. Rynbrandt mentioned that a new zoning code could possibly emerge from the results.

### Banner Subcommittee

Per the Board's direction, the 50<sup>th</sup> Anniversary banners will stay for now, but some older banners need to go. Bids have been received by some local sign companies. The Banner sub-committee shall meet on 01/19/2010.

### Miscellaneous Informational Items

New Developments/Business – O'Reilly Auto Parts has closed on the Pep Boys property.

Newspaper Articles – Sall discussed the articles in the agenda. She noted in particular the article about the Mexican restaurant Lindo Mexico, which is having difficulty financing the Ponderosa site and may look into the Fazoli's site. A new Mexican restaurant is moving into the old

Mexican restaurant location. Sall also noted that WyMan made the cover of last 2009 edition of the Southwest Advance. The City Council is discussing a possible 2 mil increase. Additional articles mentioned the DDA activities in other communities.

Code Violations – Pour Arthur’s should be demolished in February. The Fire and Police Departments may use it for training purposes before the demolition.

Correspondence – Sall mentioned that the landscaping contract with Heyboer Landscape Maintenance has been renewed for 2010. Tomorrow she will meet with representatives from Local First to plan a joint event in the DDA in late January or early February.

Public Comment

Marge Wilson discussed an updated list of west end businesses. She mentioned that the new tagline the west end has adopted for advertising is the “Mile of Variety”. They are currently doing group radio advertising through Regent Broadcasting. The cost is \$400, but goes down to \$100 if 4 businesses sign up. If more join, the cost may go down to \$50.

Round Table Comments

Israels wished everyone a happy 2010.

Coombs welcomed new Mayor, Jack Poll.

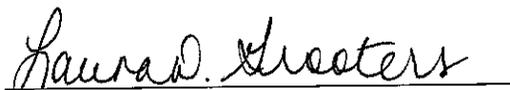
Sall thanked everyone for good 2009, looking forward to strategic planning, and looking forward to a great 2010.

Doug Kochneff asked that the pedestrian lighting be examined as several bulbs are out. Harkema suggested doing an upgrade to LED.

Adjournment

A motion was made by Harkema to adjourn the meeting, supported by Coombs.

The meeting was adjourned at 8:45a.m.



Laura Grooters  
Acting Recording Secretary