

**Meeting Minutes
Downtown Development Authority (DDA) Subcommittee**

**Wednesday, February 18, 2009
3:00 PM – 4:00 PM
Fremont City Hall
City Council Chambers**

Marketing Subcommittee

Call to Order

The Subcommittee meeting was called to order at 3:22 p.m.

Marketing Subcommittee

Members Present:

Bonnie Erber	DDA Marketing Chair
James Rynberg	Mayor of Fremont
Lon Vredeveld	DDA Chair
Ron Vliem	Executive Director, Fremont Area Chamber of Commerce

Staff Present:

Bryan Gruesbeck	Fremont City Manager
Michele Ribant	Neighborhood & Economic Development Director

Welcoming Remarks

Chair Erber welcomed everyone to the Marketing Subcommittee meeting.

Review of Feedback by Christian School 8th Graders on Fremont

Chair Erber indicated that Kris Vredeveld's 8th grade class at the Christian School provided the DDA with feedback in terms of what they liked about Fremont and what they think needed improvement. The Subcommittee thought many of their comments were very astute. The Subcommittee decided to provide the comments to the DDA and the City Council.

Feedback on DDA Business Booth at the Fremont Farmers Market

Chair Erber indicated that there was a booth at the 2008 Fremont Farmers' Market that allowed business owners to showcase their products, etc. The question was raised as to whether the opportunity should continue. It was the consensus of the Subcommittee that the opportunity did appear to be of value to some business owners. It was pointed out that it no longer needs to be referred to as the "DDA booth" and that the Chamber could continue this practice since they are the ones now managing the Market.

Discussion on Community Kiosks for Downtown Fremont

It was decided that there will be a large wall kiosk for the Library, two small wall kiosks for the Chamber, and one freestanding kiosk to be placed at Wal-Mart or the Fremont Market Place.

Ron Vliem indicated that the Chamber will maintain the kiosks. It was suggested that info on the signature events in Fremont be outlined on a long-term calendar and that a short-term calendar also be established. There was much discussion on what businesses to include on the information listing. Before it was determined what information to include on the kiosks, Ron Vliem is to come up with a mock-up, so the Subcommittee could see how much information could fit.

Discussion on How to Create the “WOW” factor with Flowers in Downtown Fremont

The Subcommittee talked about the need to improve the look of the Downtown using flowers. It was stated that the landscape islands that contain the day lilies need to be improved. However, it was brought to the attention of the Subcommittee that the tree roots and the roots of the day lilies make it difficult to replant. It was stated that the trees downtown are too large. It was recommended that the DDA look into hiring a consultant/landscape architect to provide professional advice on how to deal with the trees that are overgrown both on Main Street and in the walkways.

In the short-term it was suggested that the landscape islands at Main and Division be re-landscaped in 2009. Bonnie Erber will look into making this project a service project for both the Rotary Club and the Lions Club.

Adjournment

There being no further business for the Subcommittees, the meeting adjourned at 4:18 p.m.