

**MEETING MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) SUBCOMMITTEE**

**May 15, 2007
9:00 AM – 10:00 AM
Fremont City Hall
City Council Chambers**

MEETING OF THE MARKETING SUBCOMMITTEE

Call to Order

The Marketing Subcommittee meeting was called to order at 9:03 a.m. by Chair Erber.

Marketing Subcommittee

Members Present:	Bonnie Erber	Community member (Chair)
	Jim Rynberg	Fremont Mayor
	Ron Vliem	Director, Fremont Area Chamber of Commerce
	Jeff Barnes	Community member
Members Absent:	Shari Paulsen	Community member
Staff Present:	Michele Ribant	Neighborhood & Economic Development Director

Selection of Banner Designs for NE Downtown Parking Lot

The Subcommittee discussed placing banners in the downtown parking lots, and the following was decided:

- Banners should be ordered for the NE downtown parking lot only. Banners for the three other downtown parking lots can be considered at the time the parking lots are improved.
- The banners for the NE downtown parking lot should read “Fremont Market Place”.
- A line drawing of the market pavilion should be on the banner.
- The banners should be red with yellow lettering. A sample of the red color for the banners should be provided to the City before the order is confirmed.

The Subcommittee decided to work with Lakeshore Signs of Fremont since his bid was the best.

Subcommittee’s Ideas on Marketing our City of Fremont

Bonnie Erber led the conversation; she passed out two pieces of paper. The front sheet had a message with black lettering using a simple font. She then asked the Subcommittee to flip to the next page where the same information was outlined in color with interesting font. The Subcommittee was amazed at how much more appealing the second page was to look at. Her point was that simple little differences can make a big difference in the way we communicate. She stressed that the City and its DDA needs to continue to communicate but in interesting ways.

Chair Erber said the City now has a column in the *Times Indicator*, and she thought it has been well-received. She went on to say that each article submitted to a local newspaper should also be sent to the *Muskegon Chronicle* and the *Grand Rapids Press*.

Other suggestions included:

- Creating a commercial on TV to promote Fremont - much like the one that Sparta has done
- Make a concerted effort to involve the downtown business owners in promoting our City
- Put on some sort of “jeep tour” promoting our City or County
- Establish a better working relationship with Gerber/Nestles
- Use amphitheatre more (e.g., local band could play in it)
- Get more young people involved in activities within the City of Fremont

Next Meeting

The next DDA Marketing Subcommittee meeting will be held as follows:

DDA Marketing Subcommittee
Wednesday, June 20, 2007
10:00 a.m.
Fremont Area Chamber of Commerce

Bonnie Erber will invite Stephanie Zinn, Marketing Executive at Gerber Memorial Health Services, to the next DDA Marketing Subcommittee meeting.

Adjournment

There being no further business of the Subcommittee, the meeting adjourned at 11:04 a.m.