

Meeting Minutes
Fremont Downtown Development Authority (DDA)

Wednesday, May 20, 2009
7:30 a.m. – 9:00 a.m.
Fremont City Hall
Council Chambers

Call to Order

The meeting was called to order at 7:30 a.m. by chair Lon Vredeveld.

Members Present:	Lon Vredeveld	DDA Chair
	Marianne Boerigter	Executive Director, Newaygo County Council for the Arts
	Kim Deur	Downtown Business/Property Owner
	Gerry Rich	Downtown Property Owner
	Merle Ross	Downtown Business Owner
	James M. Rynberg	Fremont Mayor
	Randy Stacik	Chief Executive Officer, Gerber Memorial Health Services
	Bob Stehouwer	Downtown Business/Property Owner
	Ron Vliem	Executive Director, Fremont Area Chamber of Commerce
	Chris Youker	Downtown Business Owner
Members Absent:	Rob Zeldenrust	DDA District Business Manager
Others Present:	Bonnie Erber	DDA Marketing Subcommittee Chair
Staff Present:	Bryan Gruesbeck	Fremont City Manager
	Todd Blake	Fremont Finance Director/City Clerk
	Michele Ribant	Fremont Neighborhood & Economic Development Authority

Update on DDA Membership

Chair Vredeveld welcomed Randy Stacik, the CEO of Gerber Memorial Health Services, to the DDA. Everyone introduced themselves.

Approval of Minutes

A motion was made by Marianne Boerigter, seconded by Bob Stehouwer, and carried to approve the minutes from the March 25, 2009 DDA meeting to accept the May 7, 2009 minutes of the DDA Façade/Historic Preservation Subcommittee.

Review of Proposed Amendments to the Fremont Façade Improvement Program Guidelines

Lon Vredeveld indicated that a copy of the Fremont Façade Improvement Program Guidelines was included in the agenda packets, and the proposed changes are highlighted. Ms. Boerigter reported that the DDA Fremont Façade Improvement Program recommended the following changes to the Guidelines because the changes are in keeping with the intent of the Façade Program, which is to aid in improving the aesthetics of the downtown:

- To allow work to the external entryways to be covered for reimbursement by the Program
- To allow work on all side facades to be covered for reimbursement by the Program

A motion was made by Merle Ross, seconded by Gerry Rich and carried to approve the amendments to the Fremont Façade Improvement Program Guidelines to allow work to external entryways and for all side facades to be covered for reimbursement by the Fremont Façade Improvement Program.

Façade/Historic Preservation Subcommittee – Funding Requests (14 W. Main Street – Tasty Cakery)

Marianne Boerigter informed the DDA that the owners of Tasty Cakery located at 14 W. Main Street submitted applications for funding through the Façade Improvement Program as follows:

Rear Façade – Paint the rear of the building and paint a mural

Cost: \$1,410.25

Funding Requested: \$705.03

Side Façade (west) – Paint the west side of the building and paint a mural

Cost: \$595.00

Funding Requested: \$297.50

Overall Funding Request: \$1002.53

Color of Paint: Crewel Tan

A motion was made by Merle Ross, seconded by Gerry Rich and carried to recommend to the Fremont City Council approval of the work at 14 W. Main Street to paint the rear of the building including a mural in the amount of \$705.03 and to paint the west side of the building including a mural in the amount of \$297.50 through the Fremont Façade Improvement Program.

Feedback of RFQ for Downtown Tree/Landscaping Consultant

Chair Vredeveld directed the DDA to the RFQ for a Downtown Fremont Landscape Plan. It was reported that the DDA is requesting the following from the chosen consultant:

- a. Written analysis of the current conditions of the street trees and landscaping Downtown Fremont and proposed solutions to any issues that are identified.
- b. Identification of proposed language changes to Section 18 “Streets and Sidewalks” of the City Code to reflect current practices in landscaping in Downtown Fremont

- c. A Downtown Fremont Landscape Plan (includes street trees, new landscaping in crosswalks, new plantings in landscape islands and a plan for plantings in a possible boulevard).

The chair reported that there are a range of views on the issue and that the consultant will have to consider all views. Randy Stacik suggested that the RFQ be revised to require the consultant to interview at least five (5) Downtown business owners from each side of the street. Gerry Rich indicated that due to budget constraints it may be prudent to call a meeting of the Downtown business owners, so the consultant can obtain feedback at one time. Michele Ribant indicated she would revise the RFQ to require input from the Downtown business community.

Michele Ribant indicated that if anyone had names of local landscape consultants in which they wanted the RFQ sent, that they should let her know, and she will make sure they receive the RFQ.

A motion was made by Ron Vliem, seconded by Marianne Boerigter and carried to recommend approval to the Fremont City Council of the RFQ for a Downtown Fremont Landscape Plan.

Update on Streetscape Elements and Parking Lot Improvements

Chair Vredevelde reported the following:

SE Downtown Parking: A grant request for \$98,000 was sent to USDA Rural Development for improvements for the southeast Downtown public parking lot.

Flowers: Hanging baskets from Stewart to Weaver are up.

Banners: New summer banners will be up by Memorial Day.

Bike Racks: Three new downtown bike racks have been placed downtown. The students from NC RESA made the racks. It was suggested that the bikes be placed at the end of the walk-throughs.

Public Art/Cooperative Streetscape Program: A grant request for \$45,119.00 was submitted to USDA Rural Development for funding the proposed mural for the north wall of the main Cooperative building. The streetscape program for the Cooperative has been more costly than anticipated due to the work required by the railroad. The issues with the railroad are being worked through.

Way-finding Signage: All of the way-finding signs should be up by the end of May.

Entryway Signs: The entryway signs will be up this summer.

It was also reported that the Rotary Club will be cleaning up the Downtown windows of vacant buildings on Tuesday, June 9, 2009.

Michele Ribant reminded the DDA that the Pilots for Christ Convention, which will bring in 1000 people, will be in town on Saturday, August 22, 2009, and that the businesses need to plan for the event. Ron Vliem said the Chamber will organize a meeting to prepare for the convention.

Vote on the Amendments to the Amended DDA Development & Tax Increment Finance Plan

Todd Blake explained that the proposed change to the Amended DDA Development & Tax Increment Finance Plan would exclude two of the Gerber Products Company/Nestle parcels from the DDA development area, yet those Gerber Products Company/Nestle parcels will be retained in the DDA District. He said this will allow the DDA to still capture so that the DDA can fund some smaller projects during the period of the Renaissance Zone. He indicated that this change will require a public hearing by the Fremont City Council and that the public hearing will be held on Monday, June 1, 2009 at 7:00 p.m. at the Fremont City Hall.

A motion was made by Merle Ross, seconded by Marianne Boerigter and carried to recommend approval of the proposed changes to the DDA Amended Development & Tax Increment Financing Plan to the Fremont City Council.

Discussion on the Proposed 2009/2010 DDA Budget

Todd Blake reviewed the proposed 2009/2010 DDA Budget with the DDA. The DDA was referred to the list of projects that were included in the proposed DDA budget:

- Banners (\$11,000 fall, winter and spring seasons)
- Co-operative Streetscape Project (\$28,000)
- Façade Program (\$40,000) (Funding by General Fund)
- Holiday Lights (\$4,000)
- Downtown Misc. Signage (e.g., Downtown street signs) (\$25,000)

It was reported that since the last meeting, the budgeted amount for the Cooperative Streetscape project was increased from \$20,000 to 28,000 to cover the additional costs associated with the project identified by the railroad. The budgeted amount for holiday lights went from \$2,000 to \$4,000 so that the lights can be placed in the trees this year.

A motion was made by Marianne Boerigter, seconded by Merle Ross and carried to recommend approval of the DDA budget to the Fremont City Council.

Next Meeting

Wednesday, July 8, 2009
7:30 a.m. – 9:00 a.m.
Fremont City Hall

Adjournment

There being no other business of the DDA, the meeting adjourned at 8:48 a.m.