

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

**Thursday, September 4, 2008**  
**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 3:04 p.m.

**Marketing Subcommittee**

<b>Members Present:</b>	Bonnie Erber Shari Paulsen James Rynberg Rita Van Boven Lon Vredeveld	DDA Marketing Chair Community Member Mayor of Fremont Community Member DDA Chair
<b>Members Absent:</b>	Ron Vliem	Executive Director, Fremont Area Chamber of Commerce
<b>Staff Present:</b>	Michele Ribant	Neighborhood & Economic Development Director

**Opening Remarks**

Chair Erber welcomed Rita Van Boven to the Marketing Subcommittee.

**Communicating – Selling the City of Fremont**

Bonnie Erber led the discussion. She said that it is important that all entities (City, Chamber, etc.) work together to promote the City of Fremont. The following ideas resulted from the discussion on communications:

- Some entity in the community should produce a “lure” video to communicate all that Fremont has to offer.
- A lure brochure should be created to outline Fremont’s assets.
- The City needs to evaluate our assets to determine what types of offerings we can provide to young professionals who may want to work at Gerber Memorial Health Services, etc.
- It would be great to have the City Newsletter sent to residents in the Townships who are a part of the Fremont community. It was suggested that the newsletter be sent to everyone in the school district.
- We could have a downtown block challenge.

### **Feedback from 8<sup>th</sup> Graders on the City of Fremont**

Michele Ribant passed out the comments that Kris Vredevelde provided the DDA from 8<sup>th</sup> grade students at the Christian School. She indicated that the kids took pictures of the things they liked in Fremont and the things that could stand improvement in Fremont. It was suggested that we ask a group of seniors the same questions and that the DDA should then review the comments and pictures to decide if there are any changes that could be made in Fremont as a result of the feedback.

### **Customer Service Seminar**

Michele Ribant invited Subcommittee members to attend the ZingTrain seminar on Customer Service on September 11, 2008 at the Dogwood Center.

### **Discussion on Community Kiosks for Downtown Fremont**

The Subcommittee indicated that we need one or more information kiosk at locations downtown. They suggested somewhere near the Fremont Market Place as one possible location. The Subcommittee indicated that the RFP for way-finding signage should be written to include a request for a design of the kiosk that emulates the way-finding signage.

### **Downtown Fremont Marketing Plan**

The Subcommittee was asked to review the Marketing Plan and select three activities they would like the Subcommittee to focus on.

### **Adjournment**

There being no further business for the Subcommittees, the meeting adjourned at 4:49 p.m.