

MEETING MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) SUBCOMMITTEE

Tuesday, October 23, 2006
9:00 AM – 10:00 AM
Fremont City Hall
City Council Chambers

JOINT MEETING OF THE PUBLIC ART AND MARKETING SUBCOMMITTEES

Call to Order

The Joint Public Art and Marketing Subcommittee meeting was called to order at 9:02 AM.

Public Art and Marketing Subcommittees

Members Present:	Marianne Boerigter	Director, Newaygo County Council for the Arts
	Bonnie Erber	Community Member
	Lorna Kosztowny	Downtown Property Owner
	James Rynberg	Fremont City Mayor
	Ron Vliem	Executive Director, Fremont Area Chamber of Commerce

Members Absent:	Dusty Bitson	Downtown Business Owner
	Jeannie Caris	Community Member
	Ric Zahrt	Fremont Business Owner

Staff Present:	Michele Ribant	Fremont Neighborhood & Economic Development Director
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Guest Present:	Jane Drake	Fremont City Councilmember
	Cara O'Brien	Local Artist

Brainstorm with Artist Cara O'Brien on Ideas for the Public Art for the Fifth Third Bank Site

Public Art Chair Boerigter introduced Cara O'Brien, a local artist, to the Subcommittee members. She went on to explain that Ms. O'Brien was here to explore ideas on the type of public art that is envisioned for the Fifth Third Bank site in downtown Fremont. It was suggested that Ms. O'Brien look into the possibility of incorporating an information kiosk as part of the public art project. It was also suggested that it may be possible to move the plaque honoring the work of the DDA and the column in which the plaque is placed on to another location, a location that may be more suitable, such as in Veterans Memorial Park. It was also suggested that as either an accompaniment to the main public art piece on the Fifth Third Bank site or as a complementary piece of public art, that some type of public art could be placed on the east wall of the building located at 35 W. Main Street. Michele Ribant said she contacted the owner of 35 W. Main Street, and she reported that the owner said she would be open to ideas regarding public art but that she was neutral on the idea at this point.

Cara O'Brien was asked to come back to the Joint Subcommittee on Monday, December 4, 2006 at 9:00 a.m. at the Fremont City Hall to present her ideas for public art for the Fifth Third Bank site.

Discuss the "WOW" Factor – Downtown Fremont

Bonnie Erber, Chair of the Marketing Subcommittee, led the discussion. She said we need to create the "WOW" factor downtown Fremont. She explained that other communities have created the "WOW" factor in a number of ways. She cited the example of the use of flowers, which could really make a statement. Michele Ribant indicated she would come up with pricing information for hanging baskets

with flowers for downtown Fremont; however, she cautioned that the flowers can create the “WOW” factor as long as they are maintained properly. Ms. Ribant indicated that she would have to explore some options as to how the flowers could be maintained.

The point was brought up that the City is doing a lot of positive things but that these things need to be promoted within the community. To that end, Chair Erber suggested that the DDA have its own newsletter, which should be distributed not only to City residents but also to Township residents. It was suggested that the first newsletter be sent in the spring through bulk mail. Subcommittee members felt that the DDA newsletter should be pithy and should include a lot of pictures. It was also suggested that the City have a column in the local newspaper promoting City project/programs.

Adjournment

There being no further business of the Subcommittee, the meeting adjourned at 10:37 AM.