

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

**Tuesday, February 12, 2008  
7:30 AM – 9:00 AM  
Fremont City Hall  
Council Chambers**

**Call to Order**

The meeting was called to order by Chair Vredeveld at 7:36 a.m.

<b>Members Present:</b>	Lon Vredeveld	DDA Chair
	Marianne Boerigter	Executive Director, Newaygo County Council for the Arts
	Rebecca Laing-Austin	Downtown Business Owner
	Lorna Kosztowny	Downtown Property Owner
	Gerry Rich	Downtown Property Owner
	Merle Ross	Downtown Business Owner
	James M. Rynberg	Fremont Mayor
	Rob Zeldenrust	DDA District Business Manager
<b>Members Absent</b>	Kim Deur	Downtown Property/Business Owner
	Ron Vliem	Executive Director, Fremont Area Chamber of Commerce
<b>Staff Present</b>	Chris Yonker	Fremont City Manager
	Michele Ribant	Fremont Neighborhood & Economic Development Director

**Approval of Minutes**

A motion was made by Marianne Boerigter, seconded by Merle Ross and carried to approve the minutes from the October 30, 2007 DDA minutes and to accept the minutes from the following Subcommittee meetings:

- DDA Parking Subcommittee (2-5-09)
- DDA Public Art Subcommittee (10-31-07)
- DDA Public Art Subcommittee (11-13-07)
- DDA Public Art Subcommittee (11-29-07)
- DDA Public Art Subcommittee (12-20-07)
- DDA Public Art Subcommittee (1-29-08)
- DDA Streetscape/Signage Subcommittee (2-6-08)

## **DDA Membership Update**

Chair Vredevelde informed the DDA that an updated DDA roster was attached and that if anyone had changes in contact information they should let City staff know.

## **Informational Updates**

**NCCA Update** – Marianne Boerigter reported that the NCCA building is part of the Fremont Rental Rehabilitation Program and the Fremont Façade Improvement Program and that the work should be completed in the spring.

Ms. Boerigter also informed the DDA that the Art Festival will be moved from August to May 10, 2008 and that the Art Festival will be held in conjunction with a motorcycle and car show. She said the Art Festival will be held in the Market Pavilion.

Mayor Rynberg congratulated Marianne Boerigter in her new role as the Executive Director of the Dogwood in addition to her current position as the Executive Director of the Newaygo County Council for the Arts.

**Fremont Farmers Market Update** – Chair Vredevelde informed the DDA that for the 2008 market season, the market will be open as follows:

- Tuesdays (August and September only) – 3:30 p.m. – 6:30 p.m.
- Saturdays (July 5, 2008 – October 11, 2008) – 8:00 a.m. – 12:30 p.m.

**Fremont Rental Rehab Program** – Michele Ribant reported that the 13 E. Main building (Artsplace) is one that is being rehabbed as part of the rental rehab program. She went on to report that it is not clear yet whether 12 W. Main (three story building) will be one of the buildings involved with the program. She indicated that the City and CNH are trying to work with the owners to move the project forward.

**10 W. Main Street** – Lon Vredevelde informed the DDA that the City purchased the property located at 10 W. Main Street and that the City has taken down the rear of the building due to its deteriorated condition and that they are working to repair the roof. He told the DDA that if they have any ideas as to what the City should do with the building, they should share their ideas. Michele Ribant reported that she has a list of people who are interested in the building.

**Fremont Co-Op Project** – Michele Ribant reported that the City is working with the Fremont Co-Operative Produce Co. to implement a streetscape project along Main Street on the Co-Op site. She indicated that a sidewalk is planned to fill the sidewalk gap on the south side of Main Street along the Co-Op site. She also said that landscaping and artwork is planned for the site. She then reported that grant funding will be sought for the

streetscape portion of the project, which is in the DDA District, from the Fremont Area Community Foundation.

Marianne Boerigter reported that Renae Wallace has designed a mural with a folk art theme for the north wall of the main Co-Op building. She indicated that feedback was received from Rob Zeldenrust that the mural should span the entire north face of the building if it is to make the impact we are looking for, so Ms. Wallace is re-working the design to make it larger. Marianne Boerigter indicated that the DDA Public Art Subcommittee will be seeking grant funding for the project.

### **DDA Subcommittee Updates**

**DDA Public Art Subcommittee** – Marianne Boerigter, the chair, reported the following:

- The funding for the sculpture at the Fremont Post Office site has been approved and contracts are in place. It was reported that the sculpture should be in place by June 2008.
- The Subcommittee identified the southwest corner of Veteran’s Memorial Park as a site where the Subcommittee would like to have a piece of public art.
- A proposal is being considered to have stained glass artwork incorporated in the Market Pavilion in the upper space on the south side of the pavilion.

**DDA Façade/Historic Preservation Subcommittee** – Marianne Boerigter, the chair, informed the DDA that a summary that outlines the façade improvements that have been funded thus far was included in the agenda packet for their review. She indicated that the Zahrts are still interested in making façade improvements to their building (former Marcus Music business); however, they want to determine which business will occupy that building before they come before the DDA for façade design approval.

**DDA Streetscape/Signage Subcommittee** – Lon Vredevelde indicated that the Subcommittee is working on coming up with designs for entryway signs and for way finding signage for the City. He said the Subcommittee decided that placement of the entryway signs for Fremont should be in the following locations:

- 56<sup>th</sup> & Stewart (There is going to be a new retaining wall built near Stitches & More retail business on Stewart. It was suggested that a new entryway monument sign be placed in this location or that some kind of lettering be placed on the retaining wall with the name of the City on the wall.)
- On 48<sup>th</sup> Street east of the City where the current entryway sign is located near the NC RESA building
- On 48<sup>th</sup> Street in front of the Reeman Farm Equipment store

**DDA Parking Subcommittee** – Lon Vredevelde indicated that the Subcommittee is working to create common refuse and recycling spaces for each of the four downtown blocks. He also reported that the Subcommittee is working to come up with a parking plan that will outline where employees, renters, etc. should park.

**DDA Marketing Subcommittee** – Lon Vredeveld reported in Bonnie Erber’s (chair) absence that in the agenda packets the final Report on Retail Branding was included. He recommended that each DDA member read over the report because it contains some valuable information. He said basically in terms of branding, the report outlines that the City is not in a position now to create a brand because we still have work to do to create the brand.

He went on to say that a Three Year Marketing Implementation Plan was developed based on the information in the Branding Report, in the Marketing Plan, and some recommendations made concerning marketing in the Blueprint Revitalization Plan. He said that the Marketing Subcommittee will be working to implement the plan and that one of the first things the DDA Marketing Subcommittee will sponsor is a customer service seminar, which will be presented in April at the Fremont Area Public Library.

#### **Discussion on 2008/2009 DDA Budget**

The FY 07/08 Revenue/Expense Report was handed out. The Subcommittee started to talk about the projects they would like to have included in the 2008/2009 DDA budget. The Subcommittee wanted to understand how much was available. After some discussion, the Chair indicated that another DDA meeting should be scheduled to talk more in depth about the budget and the DDA’s wish list for the budget. He also requested that the Subcommittee review the Three Year Marketing Implementation Plan and come to the next meeting with ideas on how some of these plans can be implemented. It was decided that the next DDA meeting will be held on Tuesday, February 26, 2008 in the Council Chambers at City Hall.

#### **Adjournment**

There being no further business of the DDA, the meeting adjourned at 9:16 p.m.