

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

**Tuesday, March 18, 2008**

**7:30 a.m. – 9:00 a.m.**

**Fremont City Hall**

**Council Chambers**

**Call to Order**

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

<b>Members Present:</b>	Lon Vredeveld	DDA Chair
	Marianne Boerigter	Executive Director, Newaygo County Council for the Arts
	Kim Deur	Downtown Business/Property Owner
	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
	Ron Vliem	Executive Director, Fremont Area Chamber of Commerce

<b>Members Absent:</b>	Rob Zeldenrust	DDA District Business Manager
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<b>Staff Present:</b>	Chris Yonkers	Fremont City Manager
	Michele Ribant	Fremont Neighborhood & Economic Development Authority

**Approval of Minutes**

Lorna Kosztowny indicated that the minutes from the March 10, 2008 DDA Marketing Subcommittee meeting refer to “exposable” cameras, but it should refer to “disposable” cameras. She asked that the correction be made to the minutes.

A motion was made by Marianne Boerigter, seconded by Merle Ross and carried to approve the minutes from the February 26, 2008 DDA meeting and to accept the minutes from the March 10, 2008 DDA Marketing Subcommittee meeting with the correction as noted by Lorna Kosztowny.

## **Review of the Proposed 2008/2009 DDA Budget**

Chair Vredevelde asked City staff to review the proposed DDA budget with the Commission. Michele Ribant said the DDA indicated at their last meeting that they wanted to fund the following projects in the 2008/2009 fiscal year:

- Entryway signage (\$60,000) (In Capital Project budget)
- Way-finding signage (\$90,000) (In Capital Project budget)
- Common refuse enclosures (\$9,000)
- Banners/Signage for Farmers Market (\$3,000)
- Flowers/Planters for corner of Division Avenue & Main Street (\$6,000)
- Bike racks (\$3,000)
- Fremont Co-op Streetscape Project (\$10,000)
- Fremont Façade Improvement Program (\$40,000) (From the General Fund)

Total: \$221,000

Ms. Ribant said these projects have been included in the City 2008/2009 budget, and all but the signage fall under the DDA budget. The signage is not included under the DDA budget because much of the signage is to be located outside the DDA District, and therefore, cannot be funded by the DDA. The signage is included in the capital project budget.

Michele Ribant indicated that the direction that staff was given was that the DDA did not want to propose a DDA millage; therefore, staff worked it out so that a millage is not necessary for the 2008/2009 fiscal year.

Chris Yonker went into detail as to the revenues and expenses included in the 2008/2009 DDA budget. He said that it was being proposed that the DDA capture \$184,385 in the upcoming fiscal year, which is an increase of \$14,150 from the current fiscal year DDA capture amount. He said that for every dollar the DDA captures, 60% of it comes from the City's general fund and that the remainder comes from the Library and the County. He explained each line item in the proposed DDA budget.

Michele Ribant noted that in the current year budget the DDA approved a downtown parking assessment and that the DDA was being asked to approve the formula for the assessment that will be used on an annual basis. There was some concern expressed from some DDA members on how the assessment will be received by the property owners in the DDA District. It was pointed out that the Parking Subcommittee reviewed a couple different formulas, and they recommended this formula because they felt it was the most fair.

After much discussion, a motion was made by Marianne Boerigter, seconded by Ron Vliem and carried to recommend to the Fremont City Council the implementation of the Downtown Parking Formula as outlined in the worksheet entitled, "FY 07/08 Operation

and Maintenance Special Assessment Roll” to cover the cost of the Downtown Parking System Maintenance.

Chair Vredevelde then asked the DDA if they had any changes or recommendations with regard to the proposed FY 08/09 DDA budget. While there was much conversation on the proposed budget, no recommendations for change were made.

A motion was then made by Merle Ross, seconded by Marianne Boerigter and carried to recommend to the Fremont City Council approval of the 2008/2009 DDA budget as presented.

### **Discussion on Downtown Marketing Plan**

Michele Ribant reported that the DDA Marketing Subcommittee is proposing to work with kids at different age levels within the community. She said the Subcommittee plans to give them cameras and ask them to take pictures of places within Fremont that they value. The Subcommittee also plans to find out what types of business establishments, etc. they desire in Fremont but that we do not have within our community. It was suggested that we do the same with the senior population. It was reported that this will help us to better understand the types of businesses we should promote within our community.

Michele Ribant also reported that Bonnie Erber arranged to have Rita Van Boven give a presentation on customer service for the community. Ms. Ribant indicated that businesses within the community and the surrounding communities will be invited. It was explained that Rita Van Boven is a customer service professional who is retired from the Gerber Company and that she has a wealth of information on the topic to impart.

Michele Ribant said that much of the focus of the DDA this year will be to implement the Marketing Plan.

### **Upcoming Meetings**

Customer Service Seminar  
Thursday, April 24, 2008  
6:00 p.m.  
Fremont Area District Library  
Community Room  
Presenter: Rita Van Boven

### **Adjournment**

There being no other business of the DDA, the meeting adjourned at 9:58 a.m.