

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

**Friday, September 7, 2007
7:30 AM – 8:00 AM
Fremont City Hall
Council Chambers**

Call to Order

The meeting was called to order at 7:33 a.m.

Members Present:	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
	Merle Ross	Downtown Business Owner
	James M. Rynberg	Fremont Mayor
	Ron Vliem	Executive Director, Fremont Area Chamber of Commerce
Members Absent:	Dusty Bitson	Downtown Business Owner
	Kim Deur	Downtown Property/Business Owner
	Gerry Rich	Downtown Business/Property Owner
	Rob Zeldenrust	DDA District Business Manager
Others Present:	Bonnie Erber	DDA Marketing Subcommittee Chair
Staff Present:	Chris Yonker	Fremont City Manager
	Michele Ribant	Fremont Neighborhood & Economic Development Director

Welcoming Remarks

Chair Vredeveld welcomed the DDA and Merle Ross, the new DDA member.

Approval of Minutes

A motion was made by Marianne Boerigter, seconded by Ron Vliem and carried to approve the minutes from the August 15, 2007 DDA meeting, as submitted.

Review of Proposals for Branding Consultant

Chair Vredeveld indicated that a Request for Proposals for a consultant who can assist the community in developing a brand for Fremont was sent to five firms and that two proposals were sent in response. He went on to say that the City received \$10,000 in grant funding from USDA Rural Development to cover the consultant's fee. He said the City has worked with both firms, Fleis & Vandenbrink and Peppertree Consulting Group/MCrosson and Associates, Inc. He asked the DDA for their opinions of the proposals, and many views were shared. The DDA concluded that either firm would do a good job. After much discussion, the following motion was made:

A motion was made by Mayor Rynberg, seconded by Ron Vliem and carried to recommend Peppertree Consulting Group/MCrosson Associates Inc. as the firm who will work with the Fremont community to create a "brand" for Fremont.

Next DDA Meeting

The next DDA meeting will be held on an as needed basis.

Adjournment

There being no further business of the DDA, the meeting adjourned at 8:03 a.m.