

DRAFT

**Minutes**

City of Walker  
Walker/Standale Downtown Development Authority  
Tuesday, February 18, 2014  
**Streetscape Decoration Discussion**  
12:00PM – DDA Board Room  
Fire Station #2 – 4101 Lake Michigan Drive

Members Present: C. Vander Meulen, D. Cramer, T. Bart, L. Adams, B. Berg  
Also Present: Mark Koning, Carley Paganelli

Discussion took place beginning at 12:00 regarding DDA streetscape decorations (lunch was provided). Mark Koning provided a sample of the type of banners that are usually used (18x45) in the DDA district. Koning suggested decorating 100 poles with banners instead of the usual 200. Koning also presented two books that contained samples of banners that could be used. C. Vander Meulen suggested that Fire Station #2 could be decorated during the holiday season. All present were highly in favor of this idea. T. Bart also suggested that a “Welcome to Standale” banner be placed near the Standale Trail. Vander Meulen would like to see this as well, but on a permanent basis, possibly changed out seasonally. Paganelli created two different logo samples for the district that could be used on the new banners. All present agreed to the fire station logo.

Members agreed that further discussion will take place once prices were received on new banners. C. Vander Meulen and M. Koning suggested forming a committee to meet two times yearly to discuss plans for new banners, Christmas decorations, a possible Christmas tree lighting ceremony and future events/promotions.

**Minutes**

City of Walker  
Walker/Standale Downtown Development Authority  
Tuesday, February 18, 2014  
**Regular Meeting**  
1:00PM – DDA Board Room  
Fire Station #2 – 4101 Lake Michigan Drive

1. Call Meeting to Order and Record Attendance – The meeting was called to order by Chairman J. Cornell at 12:50PM. Attendance was recorded as follows:

Present: J. Cornell, C. Vander Meulen, T. Bart, P. Goodale, D. Cramer, L. Adams, M. Neal, B. Berg

Absent: R. Smith, G. Hicks, J. Veldheer, and J. DeGroot

Also Present: Mark Koning – DPW Director, Frank Wash – Planning Director, Carley Paganelli – DDA Promotion and Events Coordinator, and Julia Kozminski – Recording Secretary

2. Approval of Minutes: Following review by DDA members, a motion as made by T. Bart with support by B. Berg to approve the January 21, 2014 Downtown Development Authority minutes as presented. Motion carried.

3. Election of Vice Chairman and Secretary – Following a brief discussion, a motion was made by T. Bart, with support by L. Adams to approve member D. Cramer as Vice Chairman of the DDA board, and member C. Vander Meulen as Secretary of the DDA board. Motion Carried.

4. Potential Property Sale – Land on Northwest Corner of Cummings and Lake Michigan Drive (4 Corners) – Periodic inquiries have been made regarding this property. F. Wash provided a master plan overview and history of activity regarding the property. He also explained the RFP/RFQ process. Options were discussed by members such as clearing the site, or sending out requests for proposals to possibly create developer interest. Members agreed to move forward with the RFQ process. Staff will update the RFQ for DDA review next month.

5. Project Updates:

- Real Estate Offer – C. Vander Meulen stated that a Buy/Sell Agreement has been signed with Smith-Diamond to purchase the DDA owned property located at 4284 Lake Michigan Drive for \$115,000. A \$5,000.00 deposit has been received. C. Vander Meulen is working with real estate agent Lori Barlow regarding the sale of the property. Closing is anticipated to take place within 30 days.
- Preliminary FY 2015 Budget Discussion – C. Vander Meulen presented preliminary information regarding the 2015 DDA budget. Available fund amounts could change depending on when additional revenues are received, including the closing on the above property. Overall, the DDA fund balance is healthy. Vander Meulen will provide additional budget figures at the March 2014 DDA meeting.

6. Reports from DDA Events and Promotions Coordinator Carley Paganelli –

- Standale Summer Concert Series – Carley Paganelli discussed sponsorship opportunities that were mailed out to local business within the DDA district seeking support for the Standale Summer Concert Series. C. Paganelli also created a Facebook page to promote the concert series that will also include other DDA events and promotions. Paganelli presented members with two draft designs of a possible DDA logo. All were in favor of the Fire Station #2 logo.
- Paganelli will be sending an email to members regarding the upcoming concert series dates and performers. Four contracts have been signed to date. All members will be receiving the Summer Concert Series sponsorship packet.
- Carley Paganelli announced her resignation as the DDA Events Coordinator and will be relocating to Florida. Discussion will be taking place with City of Grandville regarding the shared position.

7. Any Other Business –

- GVSU has purchased property west of Maynard north of Lake Michigan Drive. It is unclear if they will continue to use the parking area they are currently using.
- The escrowed license for the Venue could be valid again as soon as April. The City Commission has discussed this topic and, along with City Manager Vander Meulen, will continue to monitor licensing activity.
- Following a recent legislative meeting in Lansing, it is possible that changes may be made to the current DDA tax capture law. City Manager Vander Meulen will provide additional information to the DDA board as it becomes available.

8. Next Meeting Date and Time – **Tuesday, March 18, 2014 at 1:00PM.**

9. Adjournment – A motion was made by D. Cramer with support by T. Bart to adjourn the meeting at 2:40 PM. Motion carried.

Respectfully Submitted,

Julia Kozminski, Recording Secretary

**If you have any questions or are unable to attend a meeting, please contact Cathy Vander Meulen at (616) 791-6859. Thank you.**