**CITY OF HUDSONVILLE**

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MEETING MINUTES

March 2, 2016

Voting Members Present: Philip Koning, Doug Butterworth, Dale Sall, Greg Slater, Mayor Northrup, Joel Keegstra, and Steve Guikema.

Non-Voting Attendees: Michelle Fare, Dan Strikwerda, Jan Sal, and Patrick Waterman.

Voting Members Absent: Larry Gemmen, Ken Jipping, and Dr. Brad Dykstra.

1. Call to Order:

Chairman Koning called the meeting to order at 7:30 a.m.

1. Minutes:

There was a motion by Sall, support by Guikema, and unanimous approval to accept the minutes of the February 3, 2016 meeting.

1. Finance:

The financial reports were provided to the board for informational purposes and reviewed by Sal.

1. The Anderson Group Contract:

Fare reviewed the memo provided to the board. There was a motion by Sall, support by Slater, and unanimous approval to authorize Michelle Fare, DDA Director, to enter into an agreement with The Anderson Group in the amount of up to $3,890 for name creation, logo creation, and brand guideline services.

1. Quality of Life Project Updates

Fare reviewed the memo provided to the board. Highlights included:

* The completion of the Phase II Environmental work for the market
* An update on fundraising efforts for the market
* Grant submissions planned for the market
* Initial walking tour of Harvey Street
* Two grant applications for the underpass project.

1. Project Promotion Updates:

Fare shared that Hudsonville Public Schools agreed to host posters in all of their schools. Following the March commission meeting, a press release will be issued. Fare shared marketing packets with all of the board members.

Fare shared feedback from Lakeshore Advantage that some of the manufacturers may feel out of the loop. Staff and the Mayor will be working to continue hosting one-on-one meetings with these folks.

1. Project Updates: Strikwerda shared the following updates:
2. Pizza Ranch: Expansion approved and will begin construction within next couple of months. They are working with the woonerf project.
3. DJs Pizza: Outdoor patio will go in this spring.
4. Vitales: Expansion of building and outdoor patio planned.
5. Tailspin Pet Grooming: Opening up with the bank teller building on School.
6. Adjourn:

The meeting adjourned at 8:15 a.m.

Respectfully Submitted,

Michelle Fare

Executive Director