

## Downtown Development Authority Meeting - Minutes March 19, 2024 – 7:00am

**Members Present:** Jeremy Borgman, Kellen Brusveen, Bret Clark, Bob Chapin, Adam Elenbaas, Angela Hatto, Tom Zuniga

**Not Present:** Rence Meredith, Steve Spriensma, Ross Stevens, David VanderWall

**Guests:** Angie Ecklund, Patricia Roslund

### Agenda

1. Opportunity for public comment – None present
2. Approval of the November 21, 2023 meeting minutes – Motion to approve: Zuniga. Support: Borgman. Motion passes.
3. Approval of the January 16, 2024 meeting minutes – Motion to approve: Borgman. Support: Chapin. Motion passes.
4. Election of 2024 officers: Motion by Brusveen to appoint Bob Chapin as Chair, Adam Elenbaas as Vice Chair, Steve Spriensma as Secretary. Support: Clark. Motion passes.
5. Engagement agreement with the Allendale Area Chamber of Commerce. The board had discussion around the presented agreement. Chamber Executive Director Angie Ecklund and Chamber Treasurer Patricia Roslund were present to discuss the agreement. Dialogue was had on the content of the agreement. The finalized agreement is attached. Discussion included a fall community event, breakdown of the costs, how to promote DDA projects, what other promotional vehicles could be developed to promote, market, and communicate information from the DDA. Board members asked about ways to work closely with the Chamber to make sure goals were being met. The Chair and Vice Chair will invite a third DDA member to attend their next meeting with the Chamber Director to talk more about projects and deliverables. The board also discussed the payment structure. The following motion was made by Zuniga and supported by Hatto: Enter into the presented 3-year agreement with the Chamber of Commerce with the following payment schedule:
  - \$75,000 paid to the Chamber in 2024;
  - \$50,000 to be paid to the Chamber in 2025, with the ability to increase to \$75,000 based on approval of the DDA in or around November 2024;

- \$50,000 to be paid to the Chamber in 2026, with the ability to increase to \$75,000 based on approval of the DDA in or around November 2025.  
Motion passes.

6. Public comment – None present

7. Next meeting: May 21, 2024

8. Motion to Adjourn by Borgman. Support: Zuniga. Motion passes.

DRAFT



The maintenance of a partnership between the Allendale Area Chamber of Commerce and the Allendale Charter Township DDA is imperative to achieve wide communication, support current initiatives, and market effectively to retain and attract current and future business in Allendale, celebrating and supporting the economic growth in our economic corridor.

Chamber missions vary, but they all tend to focus on building communities to which residents, visitors and investors are attracted and promoting those communities. The mission of the Allendale Area Chamber of Commerce is to serve our members [and Allendale Businesses] by advocating for business growth through leadership, collaboration, and strategic partnerships. Through a continued partnership, we can work together to foster a connected community that engages our current residents while welcoming our future citizens and supporting business growth.

**The Allendale Area Chamber of Commerce proposes the following opportunities and agrees to provide the following services through chamber resources and defined by the value estimated below working to support and promote the vitality of Allendale for current and future businesses where residents want to live, work and play.**

**SECTION I Investment: \$48,300**

Annual Communication, Marketing and branding initiatives including Allendale Announcer support.  
*Approximate Allendale Announcer costs related to pages specifically supporting DDA initiatives and marketing: \$10,000.*

**SECTION II Investment: \$8,740**

Annual Information Distribution, Social Media, and Website Hosting

**SECTION III Investment: \$10,000**

Community Event Support and Partnership

**SECTION IV Investment: \$7,960**

Strategic Planning with DDA Focus

**Time value of Executive Director salary across all at \$20,000**

**Total Time value of Graphic Designer & Marketing salary at \$9,000**

**Total Proposed Contract Investment for 2024: \$75,000**

*Requested from AACC for providing the above described is \$75,000 in 2024, \$50,000 with the opportunity based on DDA approval of DDA for an increase to \$75,000 in 2025, and \$50,000 to be paid to the chamber in 2026 with ability to increase to \$75,000 based on DDA approval in or around November before each of the respective years. **Specifics of contract and needs of the DDA and Chamber on allocation of funds to be defined annually as part of the agreement through a collaborative meeting by November 1 of corresponding years (2024, 2025, & 2026).***

## SECTION I Investment: \$48,300.00

### Annual Communication and Branding Initiatives including Allendale Announcer Support

#### Communication, Marketing and Branding:

- Brand 2024's *The Announcer: An Allendale and Surrounding Area Publication to represent the marketing around Celebrating of Allendale's 175<sup>th</sup> Anniversary.*
- Include the design and implementation of a 175<sup>th</sup> anniversary logo collaboration between the chamber and the township (design to be complete with input by township by the Allendale Chamber and our resources for use by both the Chamber and the Township). Logo to be completed January 2024. – Completed as of January 2024.
- Feature DDA businesses or locally relevant covers on the **six** print and **six** digital editions of The Announcer including the **175<sup>th</sup> anniversary logo visibly displayed with the title** (including but not limited to business photos, community event photos, scenery, etc. at the discretion of the chamber and its graphic designer).
- Include a 175<sup>th</sup> Anniversary Celebration Page on the chamber website to continue to promote all programming media, and communication around the 175<sup>th</sup> anniversary celebration.
- Design and host “Local Gear” shop on Chamber website for purchase (to include designed logo) and annually thereafter also locally themed and branded for Allendale, Chamber with DDA support to subsidize per shirt cost to limit cost to residents/employers/customers.
- With cooperation of local businesses in mind, a goal to focus on implementing historical pieces, writing and articles, within the Allendale Announcer focusing on businesses with greater history in Allendale.

#### Allendale Announcer Specific:

- Monthly Calendar in both digital and print versions of area events and activities.
- Allow events and activities that are hosted within the 49401 area by non-AACC member businesses or organizations to be posted on the AACC website, Announcer Calendar, and weekly social media advertisements.
- **Provide regular updates to the community through *The Announcer* (both print and digital version) and the AACC social media channels regarding news and information pertaining to the DDA area.**
- Reserve Allendale Township full page article for sharing any important information.
- Full page article reserved for specific large community events organized or supported by the Township and DDA: (i.e. Allendale Township's 4<sup>th</sup> of July Celebration in the Park & Fireworks, Holiday Lights Display down Lake Michigan Drive, and more when applicable and as necessary).
- Reserved 25 printed copies (minimum) of the Allendale Announcer to be delivered to the Allendale Township Office in February, April, June, August, October, and December, and any “special editions” drafted within the contract's timeframe.

## SECTION II Investment: \$8,740.00

### Annual Information Distribution, Social Media, and Website Hosting

#### Information Distribution, Social Media and Website Specific:

- Maintain a **COMMUNITY** tab for relevant information within the 49401-zip code and maintain content.
  - Including the Allendale Township page in the *The Announcer* reserved monthly as a full page ad
- Provide additional and relevant business information and FAQ through the **RESOURCE** tab on the AACC website, link to both DDA website on chamber website and specific link to DDA minutes and Agendas.
- Utilize chamber platforms, biweekly business newsletter, Allendale Announcer, Social Media platforms, and Chamber Events to community goals, objectives, and efforts of the Allendale Township Development Authority for vitality and visibility to retain and attract business.
- *See hosting of local Allendale gear page on chamber website as mentioned above in 175<sup>th</sup> Anniversary.*
- Open invitation to Allendale Township Staff and representatives to provide township specific updates and what's coming in Allendale at all Chamber events and networking opportunities.
- Continue to host the DDA Business Improvement Grant Information and regular relevant information both on chamber website and through regular Chamber E-News.
- Opportunity to collaborate on a “local business townhall” (when needed) annually where the chamber organizes the opportunity for township and local officials to hear from and collaborate with businesses.

### **SECTION III Investment: \$10,000**

#### **Community Event Support and Partnership**

##### **Community Events/Resource Specific:**

The Chamber will facilitate meetings as needed for DDA, Township, Chamber, Rotary and relevant local leaders and event planners to ensure continuity and coordination of events, campaigns, programs and activities.

- 2 Tickets (for township staff or DDA board representatives) to all Allendale Chamber of Commerce events; including but not limited to: Rise & Grind Coffee & Networking, Business After Hours Networking, Lunch & Learn Series, Educational Seminars, and Annual Allendale Business and Member Celebration.
- Continued Coordination and funding of Allendale 4<sup>th</sup> of July Flyover by chamber or it's representative members.
- Shared recognition as a sponsor to free community-based activities or campaigns to bring together community and business (minimum of 2 per year) organized and managed by AACC utilizing chamber website and resources for promotion and execution of the event.
  - 1 of which the activities will include the Annual Best of Allendale Business Awards - Allendale Business Celebration and community campaign, awards available to all Businesses in the Allendale area and Allendale Chamber of Commerce Members to promote and celebrate local business.
- Enhancement and collaboration to market and promote the DDA Sponsored M-45 Holiday Lights Display through business involvement on both North and South sides of M-45 to attract visitors to Allendale.

### **SECTION IV Investment: \$7,500.00**

#### **Strategic Planning with DDA Focus**

##### **Strategic Planning with DDA Focus**

- Executive Director planning, meeting, and research which focuses on working directly to promote the goals and projects of the DDA to attract and retain business in Allendale.
- Cost of resources needed for meetings, print, postage, technology (administrative expenses)

#### **Requested from the Allendale Charter Township and the Downtown Development Authority:**

- Creation or addition to the digital landing page of the Allendale Announcer and Community Event Calendar on Township website for residents to have easy access when visiting the Allendale Charter Township website.
- Participation in quarterly leadership meetings facilitated by the Allendale Charter Township
- Collaboration between Chamber Staff and Township event's personnel for marketing, branding, and best practices for events where both organizations are concerned.
- Chamber Updates provided by the chamber for DDA Meetings as sent or requested.
- Continued maintenance of membership to the Allendale Chamber of Commerce by Allendale Charter Township.

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Bob Chapin

Allendale Charter Township  
Downtown Development Authority

Chair

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Angie Ecklund

Allendale Area Chamber of Commerce

Executive Director