

**Coloma Watervliet Area Economic Development Corporation  
Minutes of the April 5, 2007**

Members Present	Representing	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Cindy Aviles	Coloma Twp	X											
Robin Jollay	Coloma Twp	X											
Barb Schofield	Watervliet City												
Olive Grady	Watervliet City	X											
Jim Polashak	Coloma City	X											
Chuck Owen	Coloma City	X											
Vick Kinzler	Watervliet Twp	X											
Dan Hutchins	Watervliet Twp												
Sandy Kraemer	Chamber	X											
Jerry Jollay	Bainbridge	X											
Butch Jarvis	Hagar Twp	X											

**Others Present:** Cliff Stevens and Chana Kniebes

**Call to Order:** The meeting was called to order by Chair Aviles at 5:30 p.m. in the CWAEDC conference room.

**Welcome and Introductions:** Aviles welcomed new board members Chuck Owen from Coloma City, Jerry Jollay from Bainbridge Township and Butch Jarvis from Hagar Township. Introductions were made from each board member.

**Correspondence:** None.

**Approval of Minutes:** A motion was made by Polashak and supported by Kinzler to accept the minutes from March 8<sup>th</sup>, 2007 as presented. Motion carried.

**Finance Committee:** Kniebes went over the finance report for the month of March. The checking account is low because there have not been first quarter payments received from any municipality. If there are no payments received by the middle of the month there will be a transfer of some funds from the ChemFlex account. A motion was made by Kinzler and supported by Polashak to approve payment of bills in the amount of \$3,220.28 for the month of April as presented. Roll call vote. Motion carried.

**Chamber Report:** The next chamber meeting will be on April 10<sup>th</sup> at 12 noon at the Board of Trade. The Business Recognition Tribute was a success with 60 people in attendance. Awards were given to the three businesses that were voted on by the chamber members from a survey that went out in December. The Business Recognition award was to the Friendly Tavern. The Community Excellence Award was given to Community Hospital and The Community Impact Award was given to Michigan Outdoor Products which is Joe and Sally Arnt. Rep. John Proos and Chris Siebenmark were on hand to present each business with a framed certificate congratulating them on the achievement and impact they have made on the community. Matt Moser was the announcer and a PowerPoint was shown highlighting the winners.

**Circus:** The chamber is still looking to bring the Kelly Miller Circus back to town in August. If anyone knows of a location that would be suitable call the chamber office. The location would have to have ample parking and a water source. The location previously used in front of the Great Lakes Antique Mall has been sold so that is no longer an option.

**PR & Marketing:** The Golf Outing is scheduled for June 15<sup>th</sup> at the Paw Paw Lake Golf Club. If there is anyone who can help at the event or help to gather raffle prizes it would be much appreciated. So far the CWAEDC has 3 sponsors for the event. A Save the Date postcard has been mailed out and Kniebes will continue to call on businesses that have sponsored the event in the past.

**Coordinator's Report: (Full Report on File)**

**Updates:** Kniebes highlighted her report for the board. There were three retention visits this month. The golf outing will be an ongoing project as sponsors and raffle prizes are lined up for the once a year fundraiser. It was a busy month with chamber events with the maps being delivered the newsletter printed and the Business Recognition Tribute organized.

**Branding Formation Seminar:** Kniebes also reported that she attended a free seminar put on by Midwest Family Broadcasting, Cornerstone and some other chambers of commerce. The seminar featured a speaker from Dallas who puts on a wonderful session with music and PowerPoint highlighting the best way to promote your business.

**Legislative Breakfast:** At the municipal leader meeting in March it was discussed about once again having legislators come and speak at a CWAEDC sponsored breakfast event. May 11 and 14<sup>th</sup> are open for John Proos if we decide to do a breakfast. Kinzler suggested an evening event where there may be a bigger turnout. Jerry Jollay mentioned that Supervisor Parrigin had indicated he might have legislators come to Coloma Township before a Wednesday board meeting. Kniebes will check with Parrigin to see if this could be a combined event.

**Chair Report:**

**Finance Committee:** Aviles reported that normally the finance committee meets at 5:00 p.m. before the regular meeting to go over the bills and other financial matters. The committee has always been made up of one representative from each municipality. With two new municipalities on board it would seem cumbersome to have a committee of six meeting each month. Aviles suggested that starting next month she would meet with Treasurer Barb Schofield and Kniebes before the meeting to go over the finance report and sign checks to streamline the process and thus disbanding the Finance Committee for CWAEDC. This suggestion was met favorably from other board members.

**Municipal Meeting and Strategic Planning:** (Outline on File)

Aviles reported that she presented the idea of Regional Strategic Planning to four of the six municipal leaders that were able to attend the meeting on March 19<sup>th</sup>. Sue Stratton from Leading Edge Mentoring would be the facilitator for all meetings. After discussion by board members it was decided this is the right time to move forward with this process and that it is good to have a plan so that CWAEDC can have a course to follow that is being directed by the municipal leaders and implemented by the board. Other comments made were it was a good time to redefine and come up with a plan for implementation that gives CWAEDC a set of scheduled steps to proceed with to come up with a product and sets us on a path that gets everyone involved. The vision will be what we can do as a group for the region and identifies what is truly valuable to each community. A motion was made by Polashak and supported by Kinzler to spend up to \$7,000 for the Strategic Plan process. Roll call vote. All yes. Motion carried.

**Old Business:**

**Name Change:** Kinzler inquired whether we were going to move forward with a name change soon with the new municipalities on board for the next fiscal year. Aviles said that this had been tabled previously until the new board members came on board to get their input. Jerry Jollay and others agreed that the name needed to be shorter. There was discussion again about the possibility of North County Community Development or something similar. CWAEDC will still be the legal name of the corporation. Kniebes will check with Attorney Postelli again about the DBA.

**Community Updates:** Aviles asked if any municipality had anything they would like to share. Jollay shared with board members that at the last Bainbridge Township board meeting they voted to add on an office complex addition to their municipal hall. They are using Midwest Civil Engineers for the architects and have been very pleased with them for this project.

Supervisor Jarvis commented that the new Fire Station for Coloma/Hagar is being well utilized for many activities.

Miscellaneous: None

Adjournment: A motion was made by Kinzler and supported by Kraemer to adjourn the meeting at 6:45 p.m. All in favor, motion carried.

Respectfully submitted, Robin Jollay Secretary, Chana Kniebes Recording Secretary

