

Downtown Development Authority
Special Meeting
April 28, 2020 – 8:00am

Members Present: Adam Elenbaas, Kristin Corner, Bob Chapin, Rence Meredith, Pierce Roon, Steve Spriensma, Tom Zuniga

Remote: Jeremy Borgman, David VanderWall, Ross Stevens

Absent: Josh Thurkettle, Mark Alderink

Agenda

1. Opportunity for public comment – None Present
2. Proposal for Marketing Campaign to Support Local Businesses – DDA has been working with the Allendale Chamber of Commerce on a campaign to support local businesses during the Covid 19 pandemic. Coordinated efforts are proposing a plan that would include the following:
 1. Logo
 2. Lightpole banners
 3. Website and support
 4. Mailings to businesses
 5. Mailings to residents
 6. Banner/signs
 7. Social Media ad campaign

Members discussed generalities of how the DDA can support local businesses presently and in the future as adjustments are made to the Governor's restrictions.

Motion made by Meredith for the DDA Board to approve support the approval of \$10,000 to the Allendale Chamber of Commerce to fund marketing initiatives to help local business out of the recent Covid shut down.

Support was given by Roon.

Roll Call vote was taken: Elenbaas – yes, Corner – yes, Chapin – yes, Meredith – yes, Roon – yes, Spriensma – yes, Zuniga – yes, Borgman – yes, VanderWall – yes, Stevens – yes. Motion carries.

Opportunity for public comment: None present.

Next meeting: May 17, 2020 at 7:30am

Meeting Adjourned.