

United Growth for Kent County, Inc. Minutes of Board Meeting August 1, 2007

Present: Kevin Wisselink, Herb Ranta, Cynthia Price, Bonnie Blackledge, Kendra Wills, Christine Helms-Maletic, Paul Haan.

Because Paul was late and Mike Williams was not present, Treasurer Herb Ranta called the meeting to order at 10:07.

TREASURER'S REPORT: Herb said he had not yet done anything because there have not been hard-copy statements yet. However, Kendra had run out balance-sheet type reports, and Cynthia moved to accept, seconded by Kevin. The motion passed. Kendra had experimented with and really liked on-line bill pay, and we noted that the PayPal method of sending in membership dues was a fine idea too.

WK KELLOGG GRANT FUNDING: Kendra said that the grant's end date is March 31, 2008 technically, though there may be some leeway because the projects really didn't start until 6/1/2005. She reported that although the grant was \$250,000 over 3 years, we still have over \$120,000 to spend. There were some items, particularly mileage and Merry Malfroid's administrative support, that did not get spent as anticipated. So they requested permission to transfer \$3,000 from salaries/mileage along with \$4,000 from office supplies into "impact services," which includes consultants, newsletter, meeting expenses, etc.

Carol is working on a grant for SWAN and Eastown energy conservation, and needs \$1,000 match. There is also a "Buy Local" gift registry project in the works.

We discussed the Muskegon United Growth replication project, which was part of the WKK grant funding. The project was put on hold because the staff person was not fully funded by that grant, and match funding was not found. However, Kendra said that UGKC has no responsibility for the success or failure of that portion of the grant.

MEMBERSHIP CAMPAIGN: Despite Kendra sending out a list of potential membership renewals each board member was supposed to call, not too many had done so. Paul asked if Kendra could send out a link so potential members could be e-mailed and then sent directly to the PayPal function.

AUGUST 21 AGENDA: We agreed that it would be a good idea to have West Michigan Environmental Action Council's Rachel Hood present on a septic maintenance initiative they are spearheading. We also thought there should be a report on the Parks & Rec to follow up on the Parks Foundation. Paul said he would attend the small group meeting on that.

FULTON STREET FARMERS' MARKET PLANNING: Christine Helms-Maletic presented a detailed proposal for a feasibility/improvements planning study. Jayson Otto is now convening a committee composed of farmers' market vendors to be the decisionmaking body, but they want to engage a broader community, and want help with funding the planning process. Cynthia moved United Growth support the planning and pledge \$500 to it; Herb seconded. Christine abstained from voting, and it passed unanimously. We will be able to take this out of the impacts part of the Kellogg grant.

NEWSLETTER SPONSORSHIPS: By consensus, the board approved Kendra's suggestions for newsletter "advertising" sponsorships (\$3500 full sponsorship, \$2500 contributing sponsor, \$1500

participating sponsor - could have 3 \$1500 sponsorships in one newsletter). We also thought it would be a good idea to requote printing the newsletter, with the proviso that these sponsorship levels might need to be revisited. The Kellogg grant will pay for the next hard copy newsletter.

We thought it was important that the board be able to refuse a sponsor if we felt they did not have the best interests of UGKC at heart.

Kendra suggested Heffron Farms stores as a first sponsor.

FALL LAND USE NETWORKING LUNCHEON: We discussed the date for this and settled on September 17 provided MSU is available. We would like to give an award to Peter Wege and see if he would address the luncheon. Cynthia suggested asking Marie Catrife's, a restaurant well-known for using local farmers, for a competitive quote to Sundance Grill's. We would like to request people to take some sort of action, since this has proven popular in the past, but need to discuss what. Kendra will check Mr. Wege's availability.

ORGANIZATIONAL ADDENDA AND ADDITIONAL CONCERN: We now have a UGKC cell phone, 616-970-5278 and Kendra is working on updating the web site. She mailed in the 501(c)(3) paperwork.

Herb pointed out that in our bylaws we say that we will approve membership. We need to develop procedures for this.

FREY PROPOSAL: We will hear about whether this is approved on August 15.

WEST MICHIGAN STRATEGIC ALLIANCE: United Growth had received a request for a commitment to the WMSA Green Infrastructure Leadership Committee. It is possible to have either a full commitment, which entails having a member on the GILC, or a supporting commitment. Cynthia and Bonnie are both GILC members and both indicated they do look out for UGKC interests, but it was felt that someone needed to be there just to represent UGKC if we go the full commitment route. Cynthia suggested we see if anyone on the full coalition would like to do so before deciding.

ANNOUNCEMENTS: The "Grand Rapids Area Planners Eat Lunch" meeting on Aug. 3 will be on forms-based zoning. People interested should contact Andy Bowman at Metro Council.

Rich Jelier will make a "State of the Cities Report" on one Friday in September. Kendra will send out more info.

The Community Media Center will hold a meeting Sept. 30 from 3-7:30 p.m. to kick off a campaign to raise funds for buying the Wealthy Theater.

Cynthia handed out the 2007-08 version of the West Michigan FRESH Guide to Local Food.

Grand Valley Metro Council sent a thank you for Growing Communities Conference sponsorship.

The meeting adjourned at 11:30 a.m.

Respectfully submitted,
Cynthia Price