

Meeting Summary
East Paris Business Association
December 13, 2007
The Wisinski Group Offices
2618 East Paris Avenue, SE

President Knoppers called the meeting to order at 8:00am and the attendees introduced themselves.

November Event Recap

Thirty people attended the event including the Kentwood Mayor and a City Commissioner. Knoppers thanked all those that planned and contributed to the event. He indicated that MiBiz highlighted the association in its December 10 edition.

Adopt a Road

Patty Smeelink was unable to attend the meeting so she will report again in January. Schweitzer indicated that he would provide support on this matter.

Association Brochure

Knoppers indicated that Cascade Printing had worked up a draft of the association brochure. The draft brochure was circulated for review and comment. The medical offices along East Paris Avenue have expressed an interest in gaining identity in the area and making the area resources known to their patients. The association board decided to incorporate ad space for up to slots on the back of the brochure. The first run of the brochure would involve 500 units with a second run of another 1000 is planned. Everyone in the association wishing to place an ad would be put in a drawing and the first nine selected would be able to place their ad. The first set of ads would show in the first two runs. Subsequent ad space would be afforded to those who did not make the initial brochure. The brochure was considered a recruiting tool for other area businesses as well as a promotion of products and services. The brochure distribution will go to members, medical offices, Calvin College and placement on the association website.

Member Presentation-The Wisinski Group

The meeting hostess, Mary Ann Wisinski, introduced her company. The company originated in 1986 as SJ Wisinski and deals exclusively in commercial real estate. They have recently restructured to The Wisinski Group. She described their new website and their new service-tenant advocacy group. The new service includes acting as an agent to renegotiate at the end of or the extension of an existing lease. She reported that the vacancy rate for commercial space in the immediate area is higher than in the past but it is currently holding steady.

Law Enforcement Update

The City of Kentwood Police Department is having a greater presence on 28th Street and in the mall as we get closer to Christmas. A number of thefts have taken place involving vehicles parked in garages whose service doors were left unlocked. The Sheriff's Office is undertaking a Shop with the Sheriff as a benefit to low income children and the Kentwood Police is working with Toys for Tots.

Member News

Kentwood reported on the reconstruction of the East Beltline at Lake Eastbrook scheduled for June through the first of September. Burton and East Paris Avenue will be the designated detour route.

Trish, Integrated Architecture, indicated that they still plan to host an electronics recycling day at their offices. The date will be advertised.

Zoup announced a buy five \$5 gift certificates and receive one \$5 gift certificate for free promotion and Gymco indicated that they had a Kids Night Out planned for December 15.

The meeting adjourned at 8:55am