

KENTWOOD ECONOMIC DEVELOPMENT CORPORATION
MINUTES
August 21, 2023

Members Present: Gaffin, Deluccia, DeBruyn, Green, Swoboda and Tyson; Clements and Coughlin (remote)
Members Absent: Blubaugh
Others Present: Lisa Golder, Economic Development Planner, Keith Morgan, Wyoming/Kentwood Chamber of Commerce

1. Roll Call
2. Approval of Minutes:

Motion by Swoboda with support from DeBruyn to approve the minutes of July, 2023.

--Motion Carried--

3. Small Business Training Program

Keith Morgan provided an overview of the Business Training Program conducted by the Wyoming Kentwood Chamber of Commerce, including surveys/feedback from the participants at the event. The nine eligible businesses are working within their coaching sessions now; the first round of coaching has already taken place. One business has had a ribbon cutting, and another has built a new building. The Chamber memberships will also begin for eligible participating businesses. The comments were very positive on the utility of the training sessions.

There will be a billing to the EDC for the training sessions. The EDC can review and determine whether the effort should be replicated in the future. Any suggestions of other topics of discussion for future trainings will be reviewed. There was discussion as to whether there should be an alumni group. It was suggested that the businesses may benefit from learning how to network; maybe this could be included in the next session. Keith said that a smaller venue might be useful; it took a while to set up and take down. A cord compatible with an Apple computer may be useful in the future.

4. Liquor License update

Lisa updated the EDC members on the status of the Main Event license as well as a new license application that has been filed. It is her understanding that the Rec Department will ask for one of the quota licenses. Discussion ensued on the topic of availability of other licenses in Kent County and the city's guidelines.

5. MetroCruise event

There was discussion on the MetroCruise event and the benefit/costs to the business community and the community at large.

6. EDC Strategic Plan

The EDC members discussed the idea of a new Strategic Plan. An update to the plan may be needed; the desire for a facilitator for the discussion was mentioned.

7. The next meeting of the Kentwood EDC is scheduled for September 18, 2023.

Meeting adjourned.

Action Items for August:

Update of Metro Cruise event

Timing for EDC strategic plan

Update on liquor license applications