Holland Announces New Downtown Manager

Press release date: 2013-07-24

The City of Holland is pleased to announce, on behalf of the Downtown Development Authority (DDA) and Principal Shopping District (PSD), the appointment of Dana L. Kollewehr to the newly created position of Downtown Manager.

Ms. Kollewehr comes to Holland following six years in Grand Haven, most of those years as Executive Director of the Grand Haven Main Street Downtown Development Authority. She also has served an internship in the State of Michigan Governor's Office, Constituent Services, following receipt of a Bachelor of Arts Degree in Public Administration and Public Policy from Michigan State University. Ms. Kollewehr will oversee the comprehensive operations of Downtown staff engaged in the areas of marketing, promotions, special events, maintenance and improvements to Downtown streetscape and infrastructure, downtown planning and economic development, and managing the Downtown parking program. Her anticipated starting date is August 5.

A staffing change became necessary following the departure of two long-term employees, Mimi Fritz who served as coordinator of the PSD for 8 years and now serves as the Executive Director of Grand Rapids' new Downtown Market, and Patty Fitzpatrick, coordinator of the DDA for twenty years, who is now spending two years enjoying Germany with her husband. Following significant deliberations among members of both the DDA and PSD Boards, the decision to bring together the responsibilities of those two positions and provide greater focus on planning and economic development positions Downtown Holland well for continued strong growth and success in the future. While excited for Downtown Holland's future, we are also thankful for the excellent staff with whom Ms. Kollewehr will be working on a day-to-day basis. With the departure of two key employees, the remaining very talented and devoted staff rose to the occasion sustaining Downtown through the winter and into one of its busiest times of the year. Much appreciation and continuing high expectations for the very positive contributions of Kara de Alvare, Jill Raywood, Niki Kloosterman, Amy Sasamoto, Kelly McMahon, and numerous interns, ambassadors, part-time staff from other departments, and volunteers that make Holland's Downtown so special. Over the last two decades, Downtown has never been busier nor as exceptional as it is today. Under Ms. Kollewehr's direction, we anticipate further economic growth and success, expanded attention to Downtown amenities and infrastructure, and further emphasis on vitality and activities serving the Holland community.
For further information, please contact the Downtown Office at 616-355-1050 or Phil Meyer, Director of Community and Neighborhood Services, City of Holland at 616-355-1363 or p.meyer@cityofholland.com.

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