

CITY OF COOPERSVILLE
REGULAR DOWNTOWN DEVELOPMENT AUTHORITY MEETING
Coopersville City Hall; 289 Danforth Street, Coopersville, Michigan

JULY 8, 2014

Chairman Pro Tempore Verseput called the meeting to order at 5:15 P.M.

Present

Board member Cooper
Board member DeJong
Board member Du Pilka
Board member Hanenburg
Board member O'Dea
Board member Slater

Board member Spoelman
Board member Schmidt
Board member Veldman
Chairman Pro Tempore Verseput
Director Patrick
Marketing Director Richardson

Absent

Chairman Bob Koch

Board member Spoelman moved to approve the agenda. Board member Veldman seconded. Motion carried.

Board member Du Pilka moved to approve the May 13, 2014 regular meeting minutes. Board member Slater seconded. Motion carried.

Chairman Pro Tempore Verseput opened the floor to citizen input and suggestions. There were none.

Director Patrick gave an update on the sidewalk/paver repairs for Main Street downtown. He stated that the project will start 2 weeks into August, after the Del Shannon Days, and will take a week to two to complete, weather dependent. Director Patrick responded that Main Street will be open during construction, and the paving company will be removing the old sand underlayment, laying new sand, and reusing paving stones if they are in good shape. The motion for paver repair was already approved by the Board; Director Patrick wanted to provide a forum for questions.

Director Patrick stated that the four meters located at 306 Main Street will need to be relocated for the new railroad building, and the Hersh Service invoice covers the relocation and building a structure which will provide both safety and an aesthetically pleasing housing. Board member Slater mentioned that the meters are grouped because at one point, the four businesses were originally one and were split by over the years. Board member Hanenburg said the cost to split the meters back onto each building would cost far more. Director Patrick stated the new location would be at the back of 300 Main Street. Board member Du Pilka stated that the meters would be behind a screen for aesthetic reason, with posts and racks to protect the meters from vehicles. Board

Member Schmidt moved to approve the invoice. Board member O'Dea seconded. Motion carried with Board members Du Pilka and Hanenburg abstaining.

Board member Schmidt presented the 2014-2015 Refuse rates for approval, but would like the Board to consider sending out bids for Refuse service in November of this year. She mentioned if the Board accepts bids on garbage pickup service, there may be a considerable cost saving to the city. Discussion ensued as to why the DDA is paying for garbage service, and Marketing Director Richardson stated that years ago, the DDA took over paying for snowplowing and limited care of empty buildings on Main Street. At the time, the Board offered to take on garbage service as a way to attract and keep business. Motion was made to approve the Annual Refuse rates for 2014-2015 by Board member Schmidt. Board member Slater seconded. Motion carried.

Marketing Director Richardson shared the draft text and layout of the Coopersville DDA brochure. The brochure will be trifold with folded dimensions of 7"x10". The photos are placeholders, replaced by photos which will be taken by a professional in August around the City and with community members as models. Board member Hanenburg said there is no mention of the museums, schools, scholarships through the Foundation, and these should be added. He also asked if the Engler train or Ford car would be added. Board Member Du Pilka said the Engler train needs a location first. Marketing Director Richardson said she is accepting all notes for changes. Some notes include swapping "little town" for "small city" and adding demographic information for trade area. She stated that she would like to see the "Coopersville is..." campaign translated to the light post banners and a video, which she will be meeting with Mitch Nyberg to discuss next week. Marketing Director Richardson responded that the budget includes \$2900 from last year and \$1000 in this current year for the brochure; the fee to create has been greatly reduced as Terry is a resident of Coopersville. The DDA will be receiving 500 hard copies per the original quote, but we will be able to print it additional in the office as needed.

Pro Tempore Verseput updated the Board on the two State Farm grants submitted for the pavers and Pocket Park. They were two of 3800+ grants submitted for the national program, and the winners required a intense social media campaign. In Michigan, three made the top 40 from which the winner was chosen. He mentioned it may be something to consider next year.

Director Patrick mentioned there is an opportunity for the DDA to purchase a building which will enhance a variety of activities. He asked for three Board members to join a subcommittee in order to make recommendations to the Board, specifically asking Board Member DeJong to participate. Board member Schmidt recommended Board member O'Dea. Board member Spoelman volunteered. **No motion was made to create the subcommittee.**

Director Patrick began the discussion on the how transformer located at 306 Main Street must be moved in order to accommodate the construction of the new railroad depot. The cost for Consumers Energy to move the transformers into the DDA owned alley will be \$9857.00, and the main question is, who will pay for the transformer movement? Board member Du Pilka said that it's assumed someone from the DDA allegedly authorized the current transformer placement within the easement, however Consumers placed it without official permission or record from the DDA. Arlen Dykema of the Coopersville & Marne Railroad was present in the audience and added that the transformer was not part of the original City contract to purchase the Lemmen building prior to the railroad being involved. Mr. Dykema will be continuing discussion with Consumers in order to give them a price concession or full discount if they cannot produce the legal documents required from

the original transformer placement. He also mentioned that he hopes to have an answer in the next few days. Board member Hanenburg said the purchase agreement between the Railroad and the DDA was in 2005. He then mentioned that there is a time constraint on this issue as it would halt construction on the depot addition if a decision is not made, although he encouraged the Railroad to press Consumers to give a discount. If not, he suggested the Railroad and DDA split the bill. Board member Schmidt mentioned that original agreements between the DDA and the Railroad only covered \$2,000 for asbestos removal and a promise to assist the Railroad in applying for grants to move the transformer. Discussion ensued concerning the precedent of DDA paying for private utilities and grants around the city, to which Director Patrick replied that the DDA has been paying for various construction projects for private businesses throughout the years. Motion was made by Board member Slater to approve 50%, not to exceed \$4100, of expenditures for the cost of moving transformers. Board member O'Dea supported. Motion failed by split vote, with four Board members supporting and four members opposing, with Board members Du Pilka and Hanenburg abstaining.

Board member Spoelman moved to receive and file the June Information Packet which consists of: *Grand Rapids Business Journal* "Be proactive about preventing cybersquatters." May 27, 2014; Coopersville Area Historical Society July 2014 Newsletter; City Council meeting minutes of 6-09-14; Draft City Council meeting minutes of 6-23-14; Monthly Permits Issued May 2014 – City of Coopersville. Board member Cooper seconded. Motion carried.

Chairman Pro Tempore Verseput again opened the floor for citizen comments. There were none.

Director Patrick updated the Board on the continuing infrastructure water expansion project and City Hall renovations.

Marketing Director Jan Richardson reported:

- The wine and cheese event went well with positive feedback, which may prompt co-sponsorship of other events with the Chamber or put on business friendly educational meetings;
- The downtown planters are filling in beautifully, thanks to Lori Brown and her staff;
- That she participates on a Medical Mile networking board in Grand Rapids and frequently hears positive responses that Coopersville is represented;
- She will be participating in a seminar to become a Certified Tourism Ambassador in order to take advantage of the resources in West Michigan on behalf of the City.

Board member Schmidt thanked Board member Cooper for the recent invitation and tour for the Continental Dairy Michigan Agriculture Exporter Award.

Board members Veldman and Spoelman commended the DPW on the fine work of helping the city look beautiful and stay clean.

Board member Du Pilka asked that the Board make a decision on the placement of the Engler train at the next meeting. He also asked for details on the City's water system expansion plans, to which Director Patrick replied that the City is working on phases of a water reliability study, a

second water main river crossing, discussions with Allendale Township about merging systems, and the impact that Continental Dairy/fairlife have had on the overall future planning.

Board member Hanenburg is working with the Farm Museum board in order to find a good location for the Engler train pavilion, but placement in front of the Museum would encroach on LaFleurs and restrict parking.

Board member Spoelman moved to adjourn the meeting. Board member DeJong seconded.

The meeting adjourned at 6:25 P.M.

Chairman Bob Koch

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