

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

SEPTEMBER 9, 2014  
AS CORRECTED

Chairman Koch called the meeting to order at 5:15 P.M.

Present

Board member Cooper  
Board member DeJong  
Chairman Bob Koch  
Board member O'Dea  
Board member Spoelman

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

Absent

Board member Du Pilka  
Board member Hanenburg  
Board member Slater

Board member Verseput moved to approve the agenda. Board member Cooper seconded. Motion carried.

Board member Spoelman moved to approve the July 8, 2014 regular meeting minutes. Board member Veldman seconded. Motion carried.

Chairman Koch opened the floor to citizen input and suggestions. There were none.

Director Patrick opened the discussion on the placement of the John Engler train pavilion by asking the Board to consider how its placement may enhance the vision or community as a whole. He also asked for consideration of other locations around the city. The railroad has long desired to place it in pocket park, but Director Patrick and Marketing Director Richardson suggested the East Gateway as a way to make a statement and enforce the brand of the city, which is the railroad. Marketing Director Richardson indicated that she would like to see a traffic count for the East Gateway. Board member Schmidt stated that she wasn't opposed to the East Gateway, however she indicated that placing it downtown would act as a tourist attraction and interactive focal point of downtown. Location suggestions included: 1) East Gateway; 2) North green between Farm Museum and Post Office parking lot; 3) current location of railroad ticket office; 4) Vets Park; and 5) Pocket Park. Discussion ensued about proximity and visibility to the expressway, the desire to have personal interaction in order to encourage social media postings, and how the background of photos taken with the John Engler should reflect the best of the city. Chairman Pro Tempore Verseput stated that the train will be renamed "Benjamin F. Cooper" once installed. Board member Cooper suggested that the train car next to the historical museum be repainted and placed on the East Gateway in order to draw traffic in. Board member

Schmidt suggested that the John Engler placed on the location of the current ticket booth, which would look nice with the Pocket Park behind it and help solve the issue of people milling about before the train departs. General assent was heard and Chairman Koch asked Director Patrick to speak to the railroad about this suggestion.

Marketing Director Richardson stated that she did not have an updated to show the board, however she attended the professional photo shoots and they are complete. The layout, text, and photos will be placed in the next draft for the board to review, which she hopes will be presented at the next meeting.

Marketing Director Richardson stated that she is impressed with what the Railroad is doing with the train depot construction and the paint and signage on the back of the south side Main Street buildings. She suggested that City Hall and the Fire Department should be painted with color, and the backside of Main Street businesses (both north and south) could use some beautification. She mentioned that a sales pitch to downtown businesses should be created.

Director Patrick updated the board on the water project expansion project, which has been in the works for months and is currently scheduled in two phases. He stated that he has been meeting with all affected parties, such as Allendale Township, Polkton Township, Ottawa County, among others, in order to begin work in earnest on a second water main river crossing with two additional water towers and booster station. Continental Dairy and fairlife have major influence in the plans, as they are the largest water consumers in the city. Phase 1 will tie in with the Allendale main. Phase 2 will extend to the Fillmore main and bring a 20" main north to the city, of which the implementation will be triggered by 2.5 million gallons per day usage. Director Patrick stated that these plans are being moved on now in order to get ahead of the needs and additional growth of business. The city has applied for Michigan Economic Development Corporation grants to cover half the cost of construction. Board member DeJong asked why the city is connecting with the Fillmore line instead of the Grand Valley line, and Director Patrick remarked that the City of Grand Rapids, who owns the line, will be shutting it down for maintenance in the next year or so. This shutdown is also the primary reason the city is expanding the water system, as our current main runs from the Grand Valley line.

Board member Cooper introduced the video which was filmed by Michigan Farm Bureau, highlighting Continental Dairy's recent award as Agricultural Exporter of the Year. The video also introduces the best practices of Fair Oaks Farms, a milk source for Continental Dairy. The video will be used by the Michigan Department of Agriculture in order to showcase and promote Michigan agri-business.

Board member Schmidt moved to receive and file the September Information Packet which consists of: Historical Society September Newsletter; City Council meeting minutes of August 11, 2014; City Council Draft meeting minutes of August 25, 2014; Planning Commission Draft meeting minutes of August 18, 2014; and Monthly Permits Issued August 2014 – City of Coopersville. Board member O'Dea seconded. Motion carried.

Chairman Koch again opened the floor for citizen comments. There were none.

Director Patrick updated the Board on the road reconstruction project of West Randall and is awaiting word from MDOT if they will re-release the funding originally allocated for this construction project. He mentioned that the project may have to be postponed until spring,

however they will be patching with asphalt before winter. Director Patrick also stated the preliminary city audit results put the DDA in the black for the budget year.

Marketing Director Jan Richardson reported:

- The Farm Museum hosted the farmers market this year, and is working with the City of Fremont to share best practices with their successful market. She recommends that we shift our market to run June through October, and also hang a banner across Main which includes days and hours the market is open.
- New business Off the Tracks is opening at 303 Main Street by John and Tammy Hubert. It will be a food and grocery outlet opening in January. John is a caterer and is working with the Health Department in order to possibly serve pre-packaged deli food as well.
- She recently went on a walking tour of Newaygo with Board member Schmidt in order to entice interesting businesses to open in Coopersville.
- The August 19 Grand Rapids Parade had an interesting article about the resurgence of interest in Main Streets. She shared the article stated there are four elements which make for successful downtowns: 1) walkability; 2) civic pride; 3) encouraging entrepreneurs with support, logistics, etc.; and 4) connecting with the immigrant communities such as Latino and Vietnamese. Board member Schmidt added that most have a picturesque park right downtown, and encourage people to live downtown as well.

Board member Schmidt complimented the DPW on the power washing of the pavilion. She asked that the faded and broken signs located on the back side of the northern Main Street businesses should be removed and the sign posts removed. Additionally, she has asked that the restroom sign position adjusted as she has observed many people hitting their head on it when they come around the corner. She invited all to the Farm Museum Gala on Thursday, October 9.

Chairman Pro Tempore Verseput moved to adjourn the meeting. Board member DeJong seconded.

The meeting adjourned at 6:25 P.M.

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Chairman Bob Koch