

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

JANUARY 13, 2015

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

Present

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

Board member Schmidt moved to approve the October 14, 2014 regular meeting minutes as corrected. Board member Cooper seconded. Motion carried.

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

LaVonne Marshall of the Coopersville Area District Library presented the plans for the Library building additions/renovations and the upcoming bond issue. The last renovations took place 20 to 30 years ago and they need to expand and grow in order to meet community needs. Motion was made by Board member Verseput to endorse the library expansion project. Board member Schmidt seconded. Motion carried.

Board member Schmidt moved to reappoint Ron Veldman to the DDA Board. Board member Cooper seconded, with Board member Veldman abstaining. Motion carried.

Director Patrick said the refuse contract is up for renewal this year. As before, the DDA will put out a Request for Proposal and receive at least 3 bids this spring. Board member Schmidt will work with Anisa Williams on changes and updates to some of the line items to be included in the RFP. Board member Veldman reminded the board that the RFP is a one year contract with option to renew for two more years. He then suggested that the bids should be bottom-line final with no additional fuel surcharges and line items to be added later.

Director Patrick stated the Michigan Downtown Association presented information a couple years ago that it is illegal for DDAs to reimburse captured funds. The City's attorney's opinion is that future captured funds be reimbursed to the Library if there is a formal contract between the DDA and the Library. The price for reimbursement will have to be determined by the DDA. Chairman Koch asked Director Patrick to research what four possible incremental reimbursement levels (25, 50, 75, and 100%) would resemble based on the current budget. The last time the DDA refunded any captured assets to the Library was two years ago.

Director Patrick said the current contract for Snowplowing states snow storage will be stored on the City owned lot on the corner of Main and Eastmanville; however the construction equipment for the Railroad station is currently occupying the lot. Director Patrick, Fred Rosel of the Department of Public Works, and Dan Borgman of Borgman Tree Service met last week and determined to use the First and Main Streets parking lot as the new snow storage location, even though it will require moving snow more often. Director Patrick agreed to compromise with Borgman Tree Service to increase the bid contract price and the city will help to move snow from downtown. Chairman Koch mentioned that the sidewalk in front and side of the farm museum is not being plowed up to the post office, and asked Director Patrick to check the contract terms to see if it is included.

Director Patrick updated the board about the Property Acquisition Committee progress. The property in question is the Re-Find Shoppe at 244 W. Randall, whose owner is currently interested in selling. The building is in remarkably good shape, has need for electrical updates and could be easily expanded. Possible uses include expanding Recreation programs, a meeting and event space, or possibly a youth or family center in partnership with other community organizations, such as the Library. Board member DeJong agreed that there is potential for volunteer projects and the opportunity is good. He stated he will be seeking an appraisal and will present the numbers for a full discussion to the board in the near future.

Director Patrick stated that the Main Street Lights are in need of maintenance or replacement. The wiring is deteriorating and the board needs to decide from the following options:

- 1) Keep the lights on year round, which would require adding the cost as a monthly line item in the budget as maintenance would have to be year-round;
- 2) Only install and run seasonally with removal at end of season.

Board member Schmidt asked what was spent on the lights for purchase, install, and upkeep. She stated that she would like to see the lights on during special occasions but would prefer to spend the funds on other downtown projects. Director Patrick said the majority of the repair costs have been electrical initiating from the original install; actual power consumption is minimal because they are LEDs. There will be replacement costs to consider. Marketing Director Richardson spoke with Hersh Electric, who will provide a quote once the seasons turn. She also proposed a small committee for updating the Christmas decorations. Board member DeJong mentioned the City of Grandville invested a lot for lighting, which provides a nice feeling for visitors and helped to bring businesses back to downtown. He asked about the possibility of special assessments. Marketing Director Richardson suggested grants might be a possibility. Chairman Koch recommended that the committee may also include non-DDA members who represent the community and have a good aesthetic. Board member Schmidt volunteered to join Marketing Director Richardson on the committee.

Board member Schmidt motioned to table the John Engler placement until Board member Du Pilka can provide clarification on some details. Board member DeJong seconded.

Director Patrick stated that the DDA is up for renewal at the start of the next fiscal year. In order to renew, a Development and Tax Increment Financing Plan must be updated and the formal process to have it approved by Council followed. The plan update needs to be completed in early February if the DDA boundaries are changing as part of this renewal, or the latest in early April if they are not. Motion carried unanimously to renew the DDA.

Board member Veldman motioned to accept and file the January Information Packet, which consists of: "Economic Outlook Rosy for West Michigan," *Grand Rapids Business Journal*, December 22, 2014, Vol. 32, NO. 51; City Council meeting minutes of October 13, 2014; City Council meeting minutes of October 27, 2014; City Council meeting minutes of November 10, 2014; City Council meeting minutes of November 24, 2014; City Council draft meeting minutes of December 8, 2014; and Monthly Permits Issued November 2014. Board member DeJong seconded. Motion carried.

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

Director Patrick requested that the board email him first if DDA tasks are to be performed by staff. He will direct the staff as appropriate.

Marketing Director Jan Richardson reported that the video is still in the works, but has been on hold. She has been working with Mark Douglas to create a photo montage video for marketing purposes.

Board member DeJong suggested that the Library look into sponsorship to name the Library in order to procure additional funding.

Board member Schmidt has been working to create a positive impact on social media for DDA businesses. She inquired about who might set up tours of local businesses. Additionally, she pointed out DDA Board attendance and lack of participation. Board member Schmidt invited the group to attend the Edward Jones open house on Thursday to welcome the new business.

Marketing Director Richardson agreed that Facebook should be bombarded with positive messages and imagery about Coopersville to combat the negative.

Board member Verseput said the snowflakes on the roundabout look great except the street lights are out. Director Patrick responded that Consumers Energy is not responsible and the city is fixing it.

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

The meeting adjourned at 6:19 P.M.

Chairman Bob Koch