

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

APRIL 14, 2015

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

**Roll Call**

Present

Board member DeJong  
Board member Du Pilka  
Chairman Bob Koch  
Board member Schmidt  
Board member Slater

Board member Spoelman  
Board member Veldman  
Director Patrick  
Marketing Director Richardson

Absent

Board member Cooper  
Board member Hanenburg  
Chairman Pro Tempore Verseput

**Agenda**

There were no changes or corrections to the agenda. No motion was made to accept as presented.

**Minutes**

Board member Slater moved to approve the March 10, 2015 regular meeting minutes. Board member Du Pilka seconded. Motion carried.

**Citizen Input and Suggestions**

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

**Scheduled Guests**

There were none.

**Petitions and Communications**

Director Patrick updated the Board on the DDA Renewal process. A copy of the draft plan was reviewed section by section. Director Patrick mentioned that Ottawa County has been designated a Brownfield District, of which funds may be used for environmental cleanup of contaminated sites like the Railyard, however there are stipulations that it may not be used for the same purpose as prior to the cleanup. He stated that Deer Creek Trailhead and the Coopersville Business District park projects require more definition. The North Bank Trail project is continuing through Crockery Township and is moving closer to Coopersville; construction planning is taking into consideration sidewalk needs for connection. Director Patrick separated the maintenance projects into its own section, and stated that he does not think the

DPW should continue to be involved in DDA Maintenance projects; instead the DDA should bid projects to outside companies, much like the snowplowing and refuse contracts. Board member DeJong inquired about expanding the boundaries, to which Chairman Koch replied that that the Board can undertake district expansion after the renewal is complete. Chairman Koch stated that the project costs listed are estimates only, and not a commitment. Board member Veldman asked if there are any infrastructure needs, to which Director Patrick replied that there are plans underway but we have very few areas that we need to address. Director Patrick asked the Board to reply to him in the next week if there any further projects the Board would like to add. Motion was made by Board member Du Pilka to approve the plan as presented with necessary changes would be forthcoming. Board member DeJong seconded. Motion carried.

Director Patrick stated the Property Acquisition Committee has not had a chance to meet but the appraisal had been received.

Chairman Koch questioned who will own the John Engler as the DDA is not allowed to spend public funds on a privately owned train display. Board member Du Pilka stated that it is up for negotiation and he will check with the Railroad board. Board member Schmidt recommended dropping the John Engler from DDA petitions until clarification of ownership is reached.

Director Patrick asked the Board to produce criteria in selection of nominations to fill Board Vacancies. Board member Schmidt stated she would like anyone who is interested and has a passion for the city. Chairman Koch noted that representation is based on location of business. Director Patrick suggested the DDA could adopt the procedure which other city boards use for nominations, which include an application and subjective evaluation. Board member Du Pilka suggested creating a subcommittee to make recommendations to the Board and Director Patrick. A discussion on term limits, recruitment, and absences being excused by the Board followed.

Board member Schmidt motioned to accept and file the April Information Packet, which consists of: City Council meeting minutes from March 9, 2015; City Council draft meeting minutes from March 23, 2015; and a letter from Continental Dairy concerning charitable giving dated March, 2015. Board member Veldman seconded. Motion carried.

#### **Citizen Input and Suggestions**

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

#### **DDA Director's Comments**

Director Patrick had no comments.

#### **Marketing Director's Comments**

Marketing Director Jan Richardson expressed excitement about the beautification efforts which the DDA will be undertaking in the next few years. Flowers on Main Street will occur again this year and she expressed special thanks to Coopersville Floral for fertilizing the pots all summer long without charging the DDA. She also stated that the City will be hosting the Medical Mile Marketing Group on the fourth Thursday of September. She is also working on an insert for the brochure which promotes economic development through testimonials. She expressed concerns about this summer's upcoming construction and encouraged businesses to run special "construction" promotions.

**Board Member's Comments**

Board member Spoelman stated that the Board is very capable and suggests forming committees within and without rather than employ another as director, which would eliminate a lot of Director Patrick's time. Suggested committees could include: Refuse contract, Snow Removal, Maintenance, Finance with the City Treasurer, Grants, Real Estate Acquisition, etc.

Board member Du Pilka stated the Board should look to its by-laws for compliance and is not sure about electing a finance committee, but recommended that the Board could re-vamp the by-laws. He stated the Plan will be an excellent roadmap for the future.

Board member DeJong commented on Marketing Director Richardson's comments about construction season and suggested that regular and timely updates of closures to the City's webpage would be nice.

Board member Slater mentioned that Grand Haven uses an emergency email notification system for road closures and other issues which we could adopt. He also invited everyone to the AcenTek open house at their new facility in Allendale on Monday, April 27; AcenTek is also installing fiber in Coopersville.

**Chairman Koch's Comments**

There were none.

**Adjournment**

Board member Spoelman moved to adjourn the meeting. Board member DeJong seconded. The meeting adjourned at 6:33 P.M.

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Chairman Bob Koch