

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

MAY 12, 2015

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

**Roll Call**

Present

Board member Cooper

Board member DeJong

Board member Hanenburg

Chairman Bob Koch

Board member Schmidt

Board member Slater

Board member Spoelman

Board member Veldman

Chairman Pro Tempore Verseput

Director Patrick

Marketing Director Richardson

Absent

Board member Du Pilka

**Agenda**

Motion was made by Board member Spoelman to approve the agenda as presented. Board member Slater seconded. Motion carried.

**Minutes**

Board member Schmidt moved to approve the April 14, 2015 regular meeting minutes. Board member DeJong seconded. Motion carried.

**Citizen Input and Suggestions**

Chairman Koch opened the floor to citizen input and suggestions. John Hubert, owner of Off the Tracks grocery outlet at 303 Main Street, requested the DDA look into changing the driveways into the North Main parking lots off Ottawa Street from two ways into one ways. He cited safety concerns for both drivers and pedestrians as the building and parked cars cause blind spots.

**Scheduled Guests**

There were none.

**Petitions and Communications**

Director Patrick updated the Board on the DDA Renewal process. The final plan was adopted by City Council on May 11. Motion was made by Board member Hanenburg to approve the plan as presented. Board member Verseput seconded. Motion carried.

Director Patrick presented the drawings and renderings which Pam Blough created for placement of the John Engler and reconstruction of City Park. He stated the estimated cost of construction and placement was \$126,000 as presented in the renderings, which includes site prep, curbs, bricks, irrigation, landscaping, installation, electrical, etc. Director Patrick stated that Pam Blough could also provide a similar visualization to place the train at the East Gateway, which could be presented at the next DDA meeting. He then presented a letter from the Railroad which offers the option to purchase the John Engler for \$1, and the Railroad will move the train and lay the track at no cost to the DDA. Board member DeJong suggested that the Board could sell bricks with sponsor names in the memorial area. Board member Schmidt inquired if the DDA purchases the train, is the Board responsible for the train while it sits in the yard? Board member Verseput motioned to accept the railroad offer to purchase the train. Board member Hanenburg seconded. Motion carried with Board member Spoelman opposing.

Discussion ensued about placement of the John Engler at the East Gateway or City Park. Director Patrick briefly reviewed the budget for FY 2015-2016 and stated that the budget can only support West Randall Reconstruction and either Pocket Park or John Engler placement, but not both. Motion was made by Board member Cooper to place the train at City Park when funds become available. Board member Verseput seconded. Motion carried with Board member Spoelman opposing.

Chairman Koch stated that the DDA should convene the Wage and Compensation Committee in order to review compensation for the Director, Marketing Director, and Assistant Director positions. Chairman Koch offered to be on the committee. Board members Verseput and Spoelman volunteered as well.

Director Patrick reviewed the DDA FY 2015-2016 Budget Draft D as approved by City Council. Two major projects are included in the budget: West Randall Reconstruction & Beautification and the Pocket Park. Funds should be available to reconstruct City Park with John Engler placement in the FY 2016-2017 budget. Motion was made by Board member Spoelman to approve the budget as presented. Board member Slater seconded. Motion carried.

Director Patrick presented the proposal for Pam Blough to render and manage the construction of Phase 1 of the Pocket Park totaling \$21,000. He stated there are no city man hours or resources available to dedicate to construction management. Phase 1 will include site work, infrastructure both above and below ground, electrical and plumbing in preparation for Phases II and III. Board member Verseput suggested minimizing the grass and adding hard space such as pavers, and also suggested donations may be useful for the pavilion. Director Patrick offered to present the concepts previously presented to the DDA board at the next meeting. Motion was made by Board member Verseput to accept the proposal from Pam Blough for design and construction management of Pocket Park. Board member Cooper seconded. Motion carried.

Board member Schmidt motioned to accept and file the May Information Packet, which consists of: "GVSU creates \$730M ripple effect;" *Grand Rapids Business Journal*, May 4, 2015, Vol.33 No. 18; "Auto industry no longer can support state's prosperity;" *Grand Rapids Business Journal*, May 4, 2015, Vol.33 No. 18; "Poultry industry on alert for bird flu;" *Grand Rapids Business Journal*, May 4, 2015, Vol.33 No. 18; City Council Minutes dated April 13, 2015; City Council Draft Minutes dated April 27, 2015; Monthly Permits issued March 2015; and Monthly Permits issued April 2015. Board member Spoelman seconded. Motion carried.

### **Citizen Input and Suggestions**

Chairman Koch again opened the floor for citizen comments.

John Hubert, owner of Off the Tracks grocery outlet at 303 Main Street, expressed interest in joining the DDA Board as he has an interest in the downtown area and would like to keep it going.

Alvina VanDoorn, resident of 250 Danforth Street, stated that she has been on the DDA Board before, she lives in the district, and she would like to be on the board again. She works with the Circle of Friends every year on the Roundabout Beautification and maintains the landscaping with approximately 18 volunteers annually.

Michael Karasinski, manager at Taskers Drug Store at 281 Main Street, stated he was attending to learn more about the DDA and was not for or against being on the Board.

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

Director Patrick stated, concerning placement of the John Engler, that it is better to take our time to do it right.

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

Marketing Director Jan Richardson is working on:

- Holiday décor: changing the old wreaths to snowflakes, from the roundabout, through Randall and downtown. They will be changed out in phases as each snowflake is \$300/wreaths are \$400.
- Planters will be filled with flowers again this year throughout downtown. Color scheme will be red, yellow, and lime green.
- The fences around the dumpsters on North and South main street lots will be painted.
- There have been issues with business owners filling dumpsters who either should not be or not paying for extra pickup service.
- Business insert is still in process for the brochure; awaiting photos for a couple of testimonials.
- Working on major construction timelines and detours for West Randall.
- Medical Mile Resource Group: most recently met at airport. Will be hosted in Coopersville at Continental Dairy on September 25, 7:45am.

### **Board Member's Comments**

Board member Hanenburg complimented Alvina and the Circle of Friends on the continued efforts of Roundabout Beautification.

Board member Schmidt expressed concern about the continued weather exposure of the John Engler. She also encouraged board members to consider the three candidates who presented for Board membership.

Board member Veldman thanked the DPW for their work this spring on beautification through the city. He also mentioned he appreciates the possibility of phased approaches to construction as a way to get things done sooner.

Board member Verseput stated the library is moving ahead with its November millage for renovations and he is concerned with the amount of captured tax on the new millage.

Board member Cooper mentioned that Michigan Agriculture recently published a great article about the Dairy and Coopersville. He also mentioned that Core Power advertisements are including high profile and celebrity endorsements.

**Chairman Koch's Comments**

Chairman Koch mentioned if not for the work of the DDA, the city would be like much of Route 66: rundown buildings and deserted towns. He also mentioned seeing ads for Fairlife products when he was traveling. The Excellence in Education dinner, sponsored by the Community Foundation, was hosted last night, honoring the top 10% of graduating students.

**Adjournment**

Board member Slater moved to adjourn the meeting. Board member Veldman seconded. The meeting adjourned at 6:44 P.M.

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Chairman Bob Koch

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