

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

AUGUST 9, 2016

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

Roll Call

Present

Board member Beers

Board member DuPilka

Board member Hanenburg

Chairman Koch

Board member Slater

Board member Spoelman

Board member Veldman

Pro Tempore Verseput

Marketing Director Richardson

Absent

Board member Cooper

Board member DeJong

Board member Schmidt

Director Patrick

Motion was made by Board member Verseput to excuse the absence of Board members Cooper, DeJong, and Schmidt. Board member Spoelman seconded. Motion carried.

Agenda

Motion was made by Board member Veldman to approve the agenda with one correction. Board member Slater seconded. Motion carried.

Minutes

Board member Spoelman moved to approve the July 12, 2016 regular meeting minutes as presented. Board member Hanenburg 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

Treasurer Keri Rogers was present to explain the Fourth Quarter Revenue and Expenditure Report. Service fees is the cost for refuse collection services. The donation from the Community Foundation comes back out through repairs and maintenance for the clock, roundabout flags, and flowers. Salaries includes Marketing Director Richardson, DDA Director Patrick, and the Department of Public Works crew when working downtown. Contractual fees are the for the refuse and snowplowing vendors. Professional fees include architectural design by PM Blough for Pocket Park. Capital expenditures include West Randall landscaping/irrigation/sidewalk construction. She stated that the end of fiscal year 2015-2016 showed the DDA ended \$85,000 in the black. Board member Spoelman inquired if there will be anything new this year, to which Treasurer Rogers replied that new tree lights, electrical maintenance, stain and supplies for the dumpster enclosures are the only things that have been charged so far this fiscal year.

Marketing Director Jan Richardson updated the Board on the status of Pocket Park construction. There has been a delay in the RFP release because of Electrical design changes; the city and PM Blough has had two very productive meetings with Hersh Electric, whose electrical design will ensure the Pocket Park has the components for long term use and extra amperage. The hope is that the RFP will go out this week and construction start would be in three to four weeks.

Chairman Koch mentioned that the RFPs for Snowplowing and Landscaping/LawnCare/Irrigation are out and will be closing August 18 and 19. He stated that Perennial and Pocket Parks would be added after contracts are signed. The persons and committees who are currently taking care of those parks will be handing it off to the city eventually, but they will still continue to help with special plantings. Marketing Director Richardson said that Director Patrick is curious to know if we can afford the landscaping contract as the city has no idea what prices will be like. He will be sharing the proposals at the next board meeting in order for a selection to be made.

DDA Committee updates:

1. Development Committee – No report. Board member Hanenburg stated the Development Committee would like to be involved in the Master Planning process which the city is undertaking at present.
2. Finance Committee – No report. Board member Spoelman would like to be involved in the RFP selection prior to board recommendation.
3. Marketing Committee – Marketing Director Richardson stated the committee is working on:
 - Procuring an intern for building/updating/maintaining the website;
 - Banner Day in Coopersville; Art department from High School could design banners which would then be printed and displayed behind City Hall on the light poles as a way to spruce up that area.
 - Mini lights on Main Street trees have been removed and will be replaced. John and Alvina VanDoorn and family have graciously been working to remove the lights and replace them.
 - Mobile band stage is still in research phase; she hopes the DDA can raise money for it. Board member Spoelman suggested that someone/a business could sponsor it.

Board member Spoelman motioned to accept and file the June Information Packet, which consisted of: City Council Meeting minutes dated July 11, 2016; City Council Draft Meeting minutes dated July 25, 2016; Planning Commission Draft Meeting minutes dated July 12, 2016; Del Shannon Days Concert for August 11, 2016; and Monthly Permits July 2016. Board member Verseput seconded. Motion carried.

Citizen Input and Suggestions

There were none.

DDA Director's Comments

He was absent.

Marketing Director's Comments

Marketing Director Richardson noted that she and Director Patrick recently met with two video companies and they are getting estimates on cost to produce promotional videos, possibly two to 4 shorter ones. The meetings produced many ideas and creative brainstorm. Proposals will be shared with the board once received.

She recently contacted the Railroad about the piles of lumber with shredded tarps, which the Railroad cleaned up prior to Del Shannon Days.

The day lilies along the City parking lot and RR tracks were overgrown and ratty. The Railroad cut them down but further cleanup needs to take place. She said she would like to cut them out and replant with new/different in the spring with the Railroad's permission, to which Board member DuPilka said the Railroad would agree to whatever the DDA wants to do.

Board Member's Comments

Board member Hanenburg noted that Core Power has been featured on the Today Show and is running ads during the Olympics, specifically the girls gymnastics night. One of the Olympians is a Core Power spokesperson.

Board member Spoelman mentioned he has spoken with Postmaster Mark and the Post Office will be repairing the potholes but unsure of when.

Chairman Koch's Comments

There were none.

Adjournment

Board member Hanenburg moved to adjourn the meeting. Board member Beers seconded. Motion carried. The meeting adjourned at 5:49 P.M.

Chairman Bob Koch/Pro Tempore Verseput