

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

NOVEMBER 9, 2016

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

Roll Call

Present

Board member Beers*
Board member DeJong
Chairman Koch
Board member Schmidt
Board member Slater

Board member Spoelman
Board member Veldman
Director Patrick
Marketing Director Richardson

Absent

Board member Cooper
Board member DuPilka
Board member Hanenburg
Pro Tempore Verseput

*Board member Beers arrived at 5:16 P.M.

Motion was made by Board Member Spoelman to approve the Board Members absent from the September board meeting. Seconded by Board Member DeJong. Motion carried unanimously.

Motion was made by Board Member Spoelman to excuse Board Members Cooper, DuPilka, Hanenburg, and Verseput. Seconded by Board Member Slater. Motion carried unanimously.

Agenda

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

Minutes

Board member Schmidt moved to approve the September 13, 2016 regular meeting minutes as presented. Board member Spoelman 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 presented the Monthly Revenue and Expenditure Report for September 2016, stating that this also represents the first quarter. Motion was made by Board Member Slater to receive and file. Seconded by Board Member Beers. Motion carried unanimously.

Director Patrick had a meeting concerning the Library Generator with the Director of the Library and the contractors in charge of the construction. Initially the generator was specified only to run the new addition, however Director Patrick requested a requote to see what it would take to run the entire facility in case of a power outage or community emergency. His long-term goal would be to have the Library be one of several locations where residents could gather in case of an emergency; he will be introducing the concept to the Council and other boards in December. He also stated that he would include the maintenance on the new generator in the City's budget either to pay outright or have the Library reimburse the city. Motion was made by Board Member Schmidt to approve not to exceed \$35,000 contingent upon future talks about the Library becoming one of the community's emergency shelters. Board Member Slater seconded. Motion carried unanimously.

Director Patrick discussed Board Absenteeism; he placed it on the agenda after a conversation with one board member about travel and work obligations restricted him from attending. Director Patrick shared that this board member didn't want to leave but also didn't want to take the seat if others could be more present. Director Patrick noted that the by-laws refer to unexcused absences and the board has been excusing those who let us know ahead of time. Board member Schmidt stated that she is not in favor of long term leaves of absence, but is okay with excused work obligations. Chairman Koch stated that he does not have a problem with the current policy.

Director Patrick updated the Board on Pocket Park; the RFP has been delayed due to communication issues and the landscape architect was busy with other projects. Director Patrick considered releasing them from the project but it could have cost more money and delayed the project for more months. The decision was to keep the current architects. The project is back on track; Director Patrick is reviewing for language and expects the RFP to go out next week. The current plan is to receive bids on December 7 and begin construction in the spring. This RFP covers two phases, the underground and main structures of pavilion and water feature.

DDA Committee updates:

1. Development Committee – No report.
2. Finance Committee – No report.
3. Marketing Committee – Board Member Schmidt stated that she and Board Member Slater had questions concerning the letter sent to downtown merchants about the snowplowing: she

inquired about who is responsible to shovel snow for the empty storefronts and the shared areas during the day. Director Patrick will send an email to the Board with responses.

Director Patrick also pointed out that included in the packet is the list of Maintenance Projects extracted from the DDA Development and TIF Renewal Plan. He stated that this list will come in handy as the board looks to prepare next year's budget.

Board member Spoelman motioned to accept and file the November Information Packet, which consisted of: City Council Meeting minutes dated September 12, 2016; City Council Meeting minutes dated September 26, 2016; Planning Commission Meeting minutes dated September 26, 2016; City Council Meeting minutes dated October 10, 2016; Planning Commission Meeting draft minutes dated October 17, 2016; City Council Meeting draft minutes dated October 24, 2016; and Monthly Permits Issued September 2016. Board member Schmidt seconded. Motion carried unanimously.

Citizen Input and Suggestions

There were none.

DDA Director's Comments

Director Patrick stated that 64th Avenue sidewalks are currently under construction, from Randall to Main Street. There will be a highly visible pedestrian crossing. Eventually the city would like to take it all the way to Spring Street but there are easement issues to solve first.

Marketing Director's Comments

Marketing Director Richardson stated:

- The CCS Anniversary/DDA Happy Hour was a great success with over 80 people attending.
- Light have been strung on the Main Street trees thanks to the VanDoorn family.
- Lights will be strung on the West Randall trees but the DPW has to figure out a way to get cords to the outlet boxes in some cases, as some trees are 80" from the power source. She is also looking for volunteers to help wrap the trees.
- Daylilies have all been removed from the bump outs on Main street. Thanks to Jodi and Ben Burck and the Boy Scout Troop for their quick work.
- She and Director Patrick attended the Michigan Downtown Association Annual conference and learned much about branding, logos, traditional marketing vs. social media marketing, video marketing, etc. They also met with a lighting vendor who will present to the DDA in February about replacing the downtown lights among other things.
- She recently attended the MMRG with Therese Neal, the Superintendent of Grand Rapids Public Schools and the programs which have helped to turn around the schools. They are copying Coopersville's campus idea and building secondary schools next to elementary schools. Contact her if interested in attending the next MMRG as her guest.

Board Member's Comments

Board member Slater thanked everyone who came to the open house happy hour. Also, thank you for paving behind the building before winter.

Board member Spoelman said his sympathies go to Board member Veldman whose aunt passed this week. He also stated that the post office parking lot has been repaired.

Board member Schmidt wanted to recognize the work of John and Tammy Hubert for their incredible Octoberfest celebration downtown. Over 600 people attended and she requested a letter be send in appreciation to them from the DDA. Also, Pro-Karate held their annual haunted house and had 200 kids go through.

Chairman Koch's Comments

Chairman Koch stated that he echoed what Board member Schmidt said about John Hubert's October event; the turnout was big and he is grateful.

Adjournment

Board member DeJong moved to adjourn the meeting. Board member Beers seconded. Motion carried. The meeting adjourned at 6:10 P.M.

Chairman Bob Koch/Pro Tempore Verseput