

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

MARCH 13, 2018

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

Oaths of Office were given for new DDA Board Members John Hubert and Teresa Kelly by Chairman Koch.

Roll Call

Present:

Board Member Hubert
Board Member Du Pilka
Board Member Kelly
Chairman Koch

Board Member Schmidt
Pro Tempore Veldman
Director Patrick
Marketing Director Richardson

Absent:

Board Member Beers
Board Member Cooper
Board Member Hanenburg
Board Member Slater

Motion was made to excuse the absences of Board Members Beers, Cooper, and Hanenburg by Board Member Hubert and seconded by Board Member Kelly. Motion carried unanimously.

Agenda

No motion was made to approve the agenda.

Minutes

Board member Schmidt moved to approve the November 14, 2017 DDA meeting minutes as presented. Board Member Veldman seconded. Motion carried unanimously.

Board member Schmidt moved to approve the January 9, 2018 DDA meeting minutes as presented. Board Member Kelly seconded. Motion carried unanimously.

Board member Du Pilka moved to approve the March 5, 2017 DDA Special meeting minutes as presented. Board Member Schmidt seconded. Motion carried unanimously.

Citizen Input and Suggestions

There were none.

Scheduled Guests

There were none.

Petitions and Communications

Treasurer Keri Rogers presented the Budget and Revenue Expenditure report for January 2018. She explained the report in detail for the new board members. Motion was made by Board Member Du Pilka to receive and file the report. Board Member Hubert seconded. Motion carried.

Director Patrick showed the final DDA Video to the Board. Marketing Director Richardson and Assistant to the DDA Director Anisa Williams were involved in the orchestration of the video. He stated that once the board approves the video, the video will be launched on the web and aired other places as well. Motion was made to receive and file the video by Board Member Hubert and seconded by Board Member Du Pilka. Motion carried.

Director Patrick introduced the Brownfield Redevelopment Program from the MDEQ, which helps municipalities clean up sites in Ottawa County. The benefit of this program is that it allows municipalities to define the economic benefits for the projects and they offer a fund match. All of Ottawa County has been designated as a Brownfield, which helps with filing needs. Director Patrick is pursuing this option for some DDA projects and will bring information back to the Board for future review and action. Board Member Du Pilka inquired if a project is selected, such as revitalization of the train yard into a park for the Bike Trail, could the property have to change to DDA ownership? Director Patrick replied that he wasn't sure but would look into it. Board Member Schmidt inquired who does the work of applying for the grant, to which Director Patrick replied that he and Assistant City Manager Jonathan Seyferth will be reviewing the application criteria against expectations for DDA projects.

Director Patrick updated the Board on the Walk Thru Park Project. He met with a potential Landscape Architect last Friday and had a good discussion. He stated that the architect will provide a cost analysis broken into phases later in the week and thinks it of value to pursue this relationship.

Chairman Koch updated the Board on the recruitment and nomination of DDA Board members: there are still two vacant seats. We have one application on file and are hoping to interview the applicant shortly.

DDA Committee updates:

Board Member Schmidt, representing the Marketing and Snow Removal/Refuse Committee, stated that she and Marketing Director Richardson are securing music talent for Pocket Park events in June and are open to suggestions for musicians to play. The Snow removal contract will be open for re-bidding later this summer.

Board Member Veldman motioned to accept and file the March Information packet, which consisted of: "Drug testing may hinder hiring, manufacturing experts say," *Grand Rapids Business Journal*. February 9, 2018. Retrieved from <http://www.grbj.com/articles/89986-drug-testing-may-hinder-hiring-manufacturing-experts-say>; 58th District Court Jurisdiction Boundary Change letter dated January 23, 2018; City Council Draft Meeting Minutes from February 12, 2018; Planning Commission Draft Meeting minutes from February 19, 2018; Coopersville Area Historical Society February 2018 Newsletter;

Monthly Permits Issued January 2018; and Monthly Permits Issued February 2018. Board Member DuPilka seconded. Motion carried.

Citizen Input and Suggestions

There were none.

DDA Director's Comments

Director Patrick indicated that the booklets shared with the Board members about Buxton relates to a company who will be presenting to the DDA in April. They measure the demographics and traffic in town – not just physically, but also looking at big data, credit card processing, information processing; where it's coming from, where people are spending their money, in order to know what it required to boost tourism, get a national chain, etc. If the DDA finds it of value, Director Patrick wanted to lay the groundwork now in order that the Board could continue the work after he has left.

Marketing Director's Comments

She was absent.

Board Member's Comments

Board Member Schmidt questioned the tree maintenance on W. Randall, to which Director Patrick replied that some trees had to be replaced because they didn't take, and the light manufacturer is replacing some lights. DPW Supervisor Bryan Buist has been looking into other low-maintenance up-lights or other options for the long term. Director Patrick stated that he is looking at the budget to possibly continue the tree line eastward to Eastmanville but needs to fix what we have before adding more.

Board Member Du Pilka stated that in another 10 years, the trees will look really nice along Randall and long term, having up-lights or similar low-maintenance lights will provide the most long term benefits.

Board Member Kelly is looking forward to being on the Board and seeing what the Board can do.

Board Member Hubert thanked the Board for having him on it and agreed that more trees and long term maintenance plans for up lighting may work out better on Randall.

Chairman Koch's Comments

Chairman Koch welcomed both Board Members Hubert and Kelly, stating he looks forward to working with them. He agrees with the sentiments expressed about lighting the trees on West Randall.

Adjournment

Board Member Veldman moved to adjourn the meeting. Board Member Hubert seconded. Motion carried. The meeting adjourned at 5:50 P.M.

Chairman Bob Koch/Pro Tempore Veldman