

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

APRIL 10, 2018
AMENDED

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

Roll Call

Present:

Board Member Beers
Board Member Hubert

Board Member Schmidt
Board Member Slater
Pro Tempore Veldman
Director Patrick
Marketing Director Richardson

Board Member Kelly*
Chairman Koch

Absent:

Board Member Cooper
Board Member Du Pilka
Board Member Hanenburg

* Board Member Kelly arrived at 5:16 PM.

No motion was made to excuse the absences of Board Members Cooper, Du Pilka, and Hanenburg.

Agenda

Motion was made by Board Member Veldman to approve the agenda as presented. Board Member Slater seconded. Motion carried unanimously.

Minutes

Board member Schmidt moved to approve the March 13, 2018 DDA regular meeting minutes as presented. Board Member Hubert seconded. Motion carried unanimously.

Citizen Input and Suggestions

There were none.

Scheduled Guests

Dennis Maher of Buxton presented on new retail market analysis and strategies in order to bring retailers into the area and help existing retailers reach target audiences. Director Patrick stated that he was introduced to Buxton at ICMA and was so impressed by their leverage of data analytics, he thought it might be a good fit for the city. Mr. Maher stated at the end of the presentation that he would forward municipal references, a proposal, and some examples of different funding models that other communities have implemented.

** Board Member Schmidt departed at 6:10 PM.

Petitions and Communications

Director Patrick presented the Budget and Revenue Expenditure report for February 2018. He explained that the budget reflected 73% of expenditures, which was nothing unusual for this time of year. Motion was made by Board Member Slater to receive and file the report. Board Member Hubert seconded. Motion carried.

Director Patrick presented the Downtown Refuse Rates for Fiscal Year 2018-2019 with an increase of 3%. He stated the DDA needs to take action on this so the City Treasurer can include this on the summer tax bills. He relayed that one Board Member recently inquired if this contract could be put out to bid to which Director Patrick replied that it should be done at the same time as the residential contract. Board Member Slater added that he performed a study two years ago on comparative refuse costs and what the DDA businesses pay for refuse is quite a bit lower than what businesses outside the DDA pay. Motion was made by Board Member Slater to approve the Downtown Refuse Rates as presented. Board Member Kelly seconded. Motion carried unanimously.

Director Patrick introduced the Walk Thru Park proposal as submitted by the Landscape Architect of Prein&Newhof, which would build on previous concepts and is a fair price. Motion was made by Board Member Slater to approve the Walk Thru Park proposal as submitted. Board Member Kelly seconded. Motion carried unanimously.

Director Patrick stated that we need to formalize the nominations for the North Bank Trail Committee. Chairman Koch stated that Board Member Schmidt has already expressed her desire to be on the Committee. Board Member Slater nominated Board Member Hubert. Board Member Veldman seconded Board Member Hubert's nomination. Motion carried.

Amended:

Chairman Koch stated they are recommending Jan Ver Berkmoes to be nominated to the DDA Board and would like to recommend nomination of her appointment to Council. Motion was made by Board Member Hubert to nominate Jan Ver Berkmoes for appointment to the DDA Board; seconded by Board Member Slater. Motion carried unanimously.

DDA Committee updates: There were none.

Board Member Veldman motioned to accept and file the March Information packet, which consisted of: "New Law Consolidates Tax Increment Authorities, Imposes New Reporting Requirements," Miller Canfield email dated March 22, 2018; City Council Draft Meeting Minutes from March 12, 2018; City Council Draft Special Meeting Minutes from March 27, 2018; Planning Commission Draft Meeting minutes from March 19, 2018; Coopersville Area Historical Society April 2018 Newsletter; and Monthly Permits Issued March 2018. Board Member Beers seconded. Motion carried.

Citizen Input and Suggestions

There were none.

DDA Director's Comments

Director Patrick stated that before May, he will send out a draft of the DDA Budget and detail of the capital projects to Board Members to begin a dialogue and for adoption at the May meeting.

Marketing Director's Comments

Marketing Director Richardson is working on:

- Getting the video launched.
- Setting up a ribbon cutting event for the Pocket Park with a local musical group for entertainment.
- Local musical groups for entertainment through the summer at Pocket Park. She is seeking sponsors for the musicians.

Board Member's Comments

Board Member Hubert thanked Mr. Maher of Buxton for his presentation.

Board Member Slater thanked Mr. Maher of Buxton for his presentation. He stated the price tag is heavy and would have to get everyone working together but could make the community more well-rounded.

Chairman Koch's Comments

Chairman Koch said the Reserve has a link to the DDA video and the Bronco bits on their website to help sell the community and we need to do every bit we can to help them promote.

Adjournment

Board Member Slater moved to adjourn the meeting. Board Member Beers seconded. Motion carried. The meeting adjourned at 6:31 P.M.

Chairman Bob Koch/Pro Tempore Veldman