

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

MAY 8, 2018
DRAFT

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

Roll Call

Present:

Board Member Cooper

Board Member Du Pilka*

Board Member Hubert

Board Member Kelly

Chairman Koch

Board Member Schmidt

Pro Tempore Veldman

Director Patrick

Absent:

Board Member Beers

Board Member Hanenburg

Board Member Slater

Marketing Director Richardson

* Board Member DuPilka arrived at 5:16 PM.

Motion was made by Board Member Schmidt to excuse the absences of Board Members Beers, Hanenburg, and Slater. Board Member Veldman seconded. Motion carried unanimously.

Agenda

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

Minutes

Board member Kelly moved to approve the April 10, 2018 DDA regular meeting minutes as presented. Board Member Cooper seconded. Motion carried unanimously.

Citizen Input and Suggestions

There were none.

Scheduled Guests

There were none.

Petitions and Communications

DDA Treasurer Keri Rogers presented the Budget and Revenue Expenditure report for March 2018. She explained the expenses listed. Motion was made by Board Member DuPilka to receive and file the report. Board Member Hubert seconded. Motion carried.

Director Patrick presented an updated DDA Budget for Fiscal Year 2018-2019, Draft D. He stated that Walk Thru Park was removed from the repair and maintenance and made its own line item. A new item were added: North DDA Parking lot lighting replacement. All other items are the same, including the up-lighting on Randall Street corridor. Buxton Retail solutions is a line item and it is recommended to leave it as a line item but it is up to the Board to determine later whether or not to pursue the Buxton contract. The fund balance remains healthy. Board Member Cooper reminded the board that the Buxton contract is three years for a total of \$150,000; to which Director Patrick replied that the Board can cancel the contract at any time. Board Member DuPilka requested a review of the Hyett Palma study (hired in 2000) before we agree to the Buxton proposal. Director Patrick replied that the Buxton model is totally different and uses big data including credit card information and buying details to target specific demographics and national retail chains direct contacts. Board Member Hubert requested another meeting with Buxton and to check references. Board Member Cooper inquired if the numbers for the Walk Thru Park were confirmed, to which Director Patrick replied that they are conservative estimates and what is listed in the budget is just a placeholder. The number listed in the budget must be allocated and approved and then the quotes can be applied at time of the project.

Motion was made by Board Member Cooper to approve the DDA Budget for Fiscal Year 2018-2019 with further review for the Buxton proposal and Walk Thru Park Projects. Board Member Schmidt seconded. Motion carried unanimously.

Chairman Koch stated that Marketing Director Richardson has served both on and off the Board for a long time with an unmatched passion and enthusiasm for this city, and her resignation is deeply regrettable but understandable. Motion with regrets was made by Board Member Schmidt. Motion was seconded by Board Member Kelly. Motion carried.

Board Member Schmidt inquired if the position would be filled, and Chairman Koch replied that she has done an outstanding job and made a lot of forward momentum. The Chamber is looking for a new Executive Director. Director Patrick stated that the Board might be able to resuscitate the previous status of one person running both the DDA Marketing and the Chamber Executive Director. Board Member Schmidt motioned to begin searching for a DDA Marketing Director. Motion was seconded by Board Member Du Pilka. Motion carried.

Chairman Koch stated that after Jan Ver Berkmoes takes her oath of office at the next DDA Board meeting, there is still one vacancy left and he is open to recruitment suggestions.

DDA Committee updates:

The Marketing Committee has been gathering donations for three bands to play during three evenings of music at the Pocket Park on June 22, July 27, and August 24 from 7:00 – 10:00 PM. Donations can still be made through the Arts Council as it officially is not a DDA event.

Board Member Schmidt motioned to accept and file the May Information packet, which consisted of: City Council Draft Meeting Minutes from April 9, 2018; City Council Draft Meeting Minutes from April 12,

2018; Coopersville Area Historical Society May 2018 Newsletter; and Monthly Permits April 2018. Board Member Cooper seconded. Motion carried.

Citizen Input and Suggestions

There were none.

DDA Director's Comments

Director Patrick stated that Pocket Park final punch list is in process with tiny details in the finishing stages. There was a problem with the lights based on the Canadian manufacturer codes not working in the US. City staff is working on developing forms and rental costs in order to streamline the process for citizens and organizations. There are many challenges due to the location and type of park and staff is working diligently to anticipate situations.

Marketing Director's Comments

Marketing Director Richardson was absent.

Board Member's Comments

Board Member Schmidt thanked DDA Maintenance Laborer Greg Van Weelde and stated he is doing a great job on the beautification of downtown; the re-stained benches, the landscaping, everything looks nice.

Board Member Du Pilka inquired if the Board would be seeing drawings of the Walk Thru Park, to which Director Patrick replied that at the June meeting, the landscape architect will be presenting renderings to the board.

Board Member Hubert stated that he has noticed residents are putting trash into the DDA dumpsters on the weekends. Director Patrick asked if he could get photos of that occurring and recommended Board Member Hubert to share those with both City Hall staff and the Sheriff Department. Board Member Hubert also inquired if the crosswalk lines would also be repainted and Director Patrick stated that it is included in the budget for Fiscal Year 2018-2019.

Chairman Koch's Comments

Chairman Koch inquired if parking would be allowed next to Pocket Park by 306 Main, to which Director Patrick replied that the DPW will be painting "No Parking" lines in the alley between the Pocket Park and the railroad.

Adjournment

Board Member Kelly moved to adjourn the meeting. Board Member Cooper seconded. Motion carried. The meeting adjourned at 5:57 P.M.

Chairman Bob Koch/Pro Tempore Veldman