

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

June 12, 2018

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

**Roll Call**

**Present:**

Board Member Du Pilka	Chairman Koch
Board Member Hanenburg	Board Member Schmidt
Board Member Hubert	Board Member Slater
Board Member Kelly	Board Member Ver Berkmoes
Pro Tempore Veldman	Director Patrick
Marketing Director Richardson	

**Absent:**

Board Member Beers  
Board Member Cooper

Chairman Koch administered the Oath of Office to new Board Member Jan Ver Berkmoes.

**Agenda**

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

**Minutes**

Board member Schmidt moved to approve the April 10, 2018 DDA amended regular meeting minutes and the May 8, 2018 regular meeting minutes as presented. Board Member Hubert seconded. Motion carried unanimously.

**Citizen Input and Suggestions** None

**Scheduled Guests**

Matt Levandoski of Prein & Newhof presented Concept 1 & 2 proposed sketches for the Walk-Through Park on Main Street. Mr. Levandoski stated that either concept will enhance the downtown and will meet the goals set by the DDA, and ideas from both concepts could be used in the final design.

Mr. Levandoski informed the DDA that a rough estimate on the total cost of the project with either Concept would be approximately \$250,000.00, which could go up or down in cost dependent upon the final design.

### **Petitions and Communications**

Discussion was held on both of the concepts that were presented for the Walk-Through Park and Board Members addressed the following concerns:

- Water run-off from the proposed roof structure on to neighboring buildings
- Can the roof be opened to the outside?
- Where would the snow be going in the winter months?
- What is the intended use of the Park?

Recommendation was made by Board Member Hanenburg to form a Committee to address the concerns and to assist in finalizing the plans for the Park.

Board Members Hanenburg, Kelly and Schmidt volunteered to serve on the recommended Committee.

DDA Director Patrick, informed the Board that Assistant City Manager Jonathan Seyferth was appointed as the new City Manager and he will be filling the DDA Director's position on an interim basis, effective July 1, 2018 and the Marketing Director's position has not been filled yet to replace Jan Richardson.

Director Patrick stated that the City Manager's position is very busy and is not conducive for the DDA. Director Patrick stated further that the DDA has a healthier, more flexible budget, and is not heavily obligated to bond payments at this time and suggested that the Board consider combining the DDA Director, and Marketing Director's position in to one position, and hire one full-time person.

Chairman Koch supported the suggestion made by Director Patrick stating that Director Patrick And Marketing Director Richardson are each only part-time and he believes more could get accomplished with one full-time person.

Director Patrick explained that the individual hired would be under contract, reporting directly to the DDA Board, and both the DDA and the City could collaborate and work together on budgeting and the importance of hiring the "right" individual that would have the desire to work along with the City.

Assistant City Manager stated that it may be very beneficial for the Board to hire one full-time person as it may free up the committees that are currently in place.

Director Patrick stated that there is a job description in place for the position and that he would assist the Board with any changes that would need to be applied, stating further that the dynamics of the Board will change.

Chairman Koch requested that salary and budget amounts be presented to the Board at the July 2018 meeting.

Marketing Director Richardson stated that whomever the Board hires must have a vision and the ability to know what is advisable.

Overall the Board was very receptive to the Director's suggestion of hiring one full-time person, and the importance of hiring someone as soon as possible so that any on going projects do not get left unfinished.

### **Petitions and Communications continued**

Director Patrick asked the Board what they thought their mission should be, in context of economic development, and what do merchants and business owners expect from the DDA. Director Patrick asked the Board “What do we have to do to attract new businesses and how do we accomplish such goal?” Director Patrick stated that these are some of the reasons he was attracted to Buxton.

Board Member Schmidt stated that the DDA Mission was to bring people in to visit and/or bring new businesses in.

Board Member Du Pilka stated that the DDA Mission was to offer a pleasant business friendly experience.

Board Member Slater stated that small towns need to pool their resources and suggested that the Chamber of Commerce work with the DDA.

Board Member Hanenburg stated that the DDA has accomplished a lot of great things.

Board Member Hubert stated that they cannot base their mission on what they have done, they need to base it on what they want, stating further that Coopersville is the “stepchild” between Muskegon and Grand Rapids.

Board Member Kelly stated that Buxton would help the existing businesses that are here in addition to bringing in new businesses.

Director Patrick asked the Board Do we keep limping along like we have been and not going anywhere?

Chairman Koch recommended that each Board Member put some thought into the DDA’s mission and to bring new ideas to the July meeting.

Development Committee – Ed Hanenburg reported no updates as the Chairman has resigned and he has been away all winter.

Financial & Maintenance Committee – Have not met recently.

Marketing & Snow Removal/Refuse Committee – Board Member Schmidt raised enough funds to have three (3) Concerts in the Pocket Park this summer. Music on Main is great advertisement and if it is successful she will add more concerts next year. Board Member Schmidt said she was informed that the DDA does not do events and she does not understand why.

Motion by Board Member Du Pilka to receive and file the DDA information packet. Board Member Veldman seconded. Motion carried unanimously.

### **Citizen Input and Suggestions**

James Ward, Resident and City Council Member stated that he was very excited about the upcoming Walk Through Park as it will make us attractive for new businesses.

Mr. Ward informed the Board that the City Council appointed him to represent on the North Bank Trail Committee with a goal to attract people to the downtown. Mr. ward stated that the City needs to tie the

**Citizen Input and Suggestions continued**

parks and all destinations together. Mr. ward stated that the City needs to tie the parks and all destinations together.

**DDA Director's Comments**

Director Patrick stated that this was his last meeting and the best experience of his life. He has learned more than ever by getting into this field and Coopersville is the "best kept little secret."

Director Patrick stated that he is very blessed and thanked everyone for the value they have added to his life.

**Marketing Director's Comments**

Marketing Director Richardson informed the Board that she met with Comcast today to discuss a DDA video. All businesses can use the DDA video on their own business advertisement.

Marketing Director Richardson strongly recommended that the Board votes in favor of Buxton, as they are an amazing organization.

In a letter from Marketing Director Richardson, read by Board Member Ver Berkmoes, Marketing Director Ver Berkmoes Richardson thanked the Board for the joys and friendships and stated further that even though her feet no longer are planted in Coopersville her heart will always be.

**Board Member's Comments**

Board Member Hubert thanked Director Patrick and stated that he and Marketing Director Richardson will be sorely missed and their they need to hire someone as soon as possible.

Board Member Schmidt thanked Director Patrick stating that he has brought class and professionalism to our community and he has taught her a lot. People do not realize how much love and effort you have for our community. Board Member Schmidt stated that she will miss Marketing Director Richardson a ton also.

Board Member Ver Berkmoes stated that she appreciates being back on the Board and she will do what is expected of her.

Board Member Slater stated that the noise coming from the Pocket Part is great. He also stated that he has appreciated Director Patrick over the years and that his fiscal responsibilities were great. Board Member Slater stated further that he has learned a lot from Director Patrick. Board Member Slater stated that he will really miss Marketing Director Richardson's excitement she always has as well.

Board Member Du Pilka stated that their decision on the "splash pad" at the Pocket Park was a great idea and that it has been a pleasure to work with Director Patrick, stating further that Director Patrick and Marketing Director Richardson will be missed.

Board Member Kelly stated that Marketing Director Richardson begged her to join the DDA Board and now Jan is leaving.

**Board Member's Comments continued**

Board Member Hanenburg stated that he has appreciate everything that Director Patrick and Marketing Director Richardson have done for the City, and he also reported that there are not anymore hiccups with the East Gateway Development. Board Member Hanenburg stated that this is an expensive project being accomplished with all private funds at an approximate cost of \$2.7 million. The project will develop in steps with the sale of Lot# 12 being ready to close. Board Member Hanenburg stated that he will be talking to the City and the City Council on the possibility of any tax abatements.

**Chairman Koch's Comments**

Chairman Koch stated that he is grateful for all of Marketing Director Richardson's efforts and that he has tried to get her to stay through the summer. Board Member Koch stated that it is people like her that have made this community great and kept him here. Board Member Koch complimented Director Patrick on the great work he has done on his fiscal responsibilities, stating further that Director Patrick and Marketing Director Richardson will both be missed.

Chairman Koch stated that he knows Assistant City Manager Jonathan Seyferth will do a good job as the new City Manager.

**Adjournment**

Board Member Slater moved to adjourn the meeting. Board Member Hubert seconded. Motion carried. The meeting adjourned at 7:00 P.M.

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Chairman Bob Koch/Pro Tempore Veldman