

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

April 9, 2019

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

Roll Call

Present:

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|---------------------------|----------------------------------|
| Board Member Du Pilka | Board Member Grossenbacher |
| Board Member Schmidt | Board Member Dykstra |
| Board Member Slater | Chairman Koch |
| Board Member Ver Berkmoes | Ex-officio Board Member Seyferth |
| Board Member Veldman | Director Berends |

Absent:

Board Member Hanenburg
Board Member Kelly

Motion by Board Member Schmidt with second by Board Member Ver Berkmoes to excuse the absence of Board Members Hanenburg and Kelly. Motion carried unanimously.

Agenda

No changes or amendments

Minutes

Motion was made by Board Member Du Pilka with support by Board Member Schmidt to approve the January 8, 2019 regular meeting minutes as presented. Motion carried unanimously.

Citizen Input and Suggestions

None

Scheduled Guests

None

Petitions and Communications

New Board Members. New Board Members Dykstra and Grossenbacher were administered their oaths of office by City Manager Seyferth

RFP for Promotional Photos of the DDA. Director Berends went over her request to release an RFP to find a local photographer to develop a catalog of year-round photos the DDA could use in its marketing

Petitions and Communications Continued

effort. The goal would be to enter into a 12-month agreement with the objective of having a solid catalog of photos created. The cost is not known at this time, but it is anticipated that this would come out of the DDA's marketing budget. Any agreement that would be entered into would only be with the approval of the DDA Board.

Board Member Ver Berkmoes motioned with support from Board Member Du Pilka for staff to develop and release the Promotional Photo RFP. Motion carried unanimously.

Republic Services Contract. Director Berends went over some of the questions board members had related to the updated fees for downtown trash removal. Specifically related to the residential price per unit as related to other residential services in the City and related to the change in price from the last contract to the current contract.

Board Member Slater motioned with support from Board Member Du Pilka to enter into a one-year contract with Republic Services for \$11,869.20. Motion carried unanimously.

Sponsorship for street banner for Music on Main. Director Berends gave an overview of the request of support from Music on Main for the DDA to purchase a banner for \$400 which could be used for several years and hung over Eastmanville Street. The Coopersville Arts Council puts on the event, but they are requesting this financial support.

Board member Dykstra motioned with support from Board Member Grossenbacher to grant \$400 to the Coopersville Arts Council for the Music on Main banner. Motion carried unanimously. Board Member Schmidt abstained from the vote.

FY 2019-2020 Budget. Ex-officio Board Member Seyferth in his capacity as DDA Budget Director presented the Draft B budget to the DDA Board. There was a recommendation from the board that the Community Promotions and Advertising line items be combined into one Marketing line item.

The board also had an extensive conversation about the Walk Thru Park. It was decided that it would be kept in the budget at the recommended level. But that the plans needed to be scaled down and done in one phase at that budgeted amount (\$225,000). Final plans would also need to be approved by the DDA board.

Board Member Slater motioned with support from Board Member Schmidt to approve the advisory DDA Budget as amended. Motion carried unanimously.

Board Information Packet. Board Member Veldman motioned with support from Board Member Dykstra to receive and file the information packet. Motion carried unanimously.

Citizen's Input and Suggestions

None

DDA Director's Comments

Director Berends gave an over view of her first few months on the job, including community outreach, outreach to other DDAs and gave the board some her plans for the next few months. The DDA's social

media accounts have been launched on Facebook and Instagram under the screen names “Discover Coopersville”

Board Member & Chairman Koch’s Comments

Adjournment

Motion by Board Member Slater with support from Board Member Dykstra to adjourn the meeting. Motion carried unanimously. Meeting adjourned at 6:19 P.M.

Chairman Bob Koch