

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

May 14, 2019

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

**Roll Call**

**Present:**

Board Member Du Pilka	Board Member Grossenbacher
Board Member Hanenburg	Board Member Dykstra
Board Member Slater	Board Member Kelly
Board Member Ver Berkmoes	Ex-officio Board Member Seyferth
Vice Chairman Veldman	Director Berends

**Absent:**

Chairman Koch  
Board Member Schmidt

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

**Agenda**

No changes to the amended agenda

**Minutes**

Motion was made by Board Member Slater with support by Board Member Grossenbacher to approve the April 9, 2019 regular meeting minutes as presented. Motion carried unanimously.

**Citizen Input and Suggestions**

None

**Scheduled Guests**

None

**Petitions and Communications**

**City Hall Park Revamp.** Director Berends gave an overview of what staff has been considering regarding this space. Board members had a discussion about the maintenance that would be required with the removal of the cedar trees and pines. It was noted this should make maintenance easier and allow for some additional use of the space. There was a discussion about the Honor Wall as well. There was some concern expressed by Board Member Ver Berkmoes regarding the Honor Wall and her desire that it should continue to be maintained in City Hall Park.

### **Petitions and Communications Continued**

Staff let the board know no decisions on the park had been made at this time and this was simply an early discussion to get some feedback and that the City Council will be having a similar discussion about the space.

No action was taken as this was a discussion item.

#### **Coopersville Car Show Sponsorship.**

Director Berends gave an overview of the request from the Coopersville Car Show that the DDA sponsor the event at the \$500 level. Monies for this sponsorship would come out of the promotions budget under general marketing of the downtown district.

Board Member Slater noted that most of the proceeds from the Coopersville Car Show go to NEO Forum and asked if the DDA did anything to specifically support NEO Forum. Staff answered that the DDA did not.

Board Member Ver Berkmoes noted that the Coopersville Car Show and Summerfest has changed a great deal over the past few years and there is less that directly occurs on Main Street. She had concern about sponsoring an event given the current set up.

Board Member Dykstra also noted that as a former Main Street business owner there was more in the past that was done regarding sidewalk sales and other Main Street events.

Board Member Grossenbacher asked for some additional context from a business owner's point of view regarding what worked in the past and what might be something that businesses on Main Street would like to see.

There was a general consensus among the board members that Director Berends work with the Car Show/Summerfest to find some ways to pull more of the downtown into the week of events for the summer of 2020, and if possible, a small weekday Main Street activity for 2019. It was specifically asked if there was an opportunity here for Main Street Merchants to come together for this summer to do something like an Ice Cream Social and/or sidewalk sales.

Motion by Board Member Slater with Support from Board Member Hanenburg to: authorize the DDA Director to spend \$500 toward Summer Fest week. Motion carried unanimously.

**Main Street Tree Lights.** Director Berends went over some of staff concerns with the wrapped Christmas lights on the pear trees on Main Street. Much like the lights on Randall, the maintenance on the lights were becoming time consuming and the lights were impeding the growth of the trees. She also noted that staff had already removed the lights from the trees. Staff was looking for the board's ok to keep the lights off the trees and to find other ways to make improvements along Main Street.

Board Member Du Pilka motioned with support from Board Member Kelly to remove the Christmas lights from the pear trees on Main Street. Motion carried unanimously.

## **Petitions and Communications Continued**

**Sub Committee for the 2020 TIF Plan Renewal.** Director Berends noted that the title of this discuss item was slightly off as the DDA is looking to update/amend the Development Plan portion of the DDA Plan, not the TIF portion which is in place through 2030. Staff noted that many of the items in the Development Plan portion have been completed in the last 5 years and this is an opportunity to take another look at that and make some amendments as needed.

Over the next year it is staff intention to have some community meetings about this and staff is requesting that board members consider what they would like to see done in the DDA.

No action required as this is a discussion item.

**Awareness Campaign.** Director Berends went over her vision for the awareness campaign. It was noted that the DDA spent money in the past fiscal year to produce 1 minute and 30 second ads for placement on the DDA's website, for online advertising and possibly TV advertising too. Director Berends' proposal for getting the ad out to the public was to place the ad with iHeart Media (online ads) and Comcast (cable television). The objective would be to start the ad placement this fiscal year and the run into next fiscal year too.

Board Member Grossenbacher expressed support for this move and noted that it is important to get use out of the ad.

Board Member Slater and Board Member Dykstra asked how we can quantify how many people see the ads and click through. Also, who generates the reports for the client? Director Berends noted that both iHeart and Comcast had analytical tools they would share with the DDA to let it be known how the ads were doing, but that she couldn't explain the technology behind it beyond that she knew there were tools to quantify such things. It was noted that the sales reps would share the information with the DDA.

Board Member Du Pilka motioned with support from Board Member Grossenbacher to enter into contract with iHeart media and Comcast to start the Coopersville Awareness Campaign. Motion carried unanimously.

**Update on the RFP Process (photograph).** Director Berends gave an overview of the bid/RFP process the DDA went through to obtain bids for the photography project. She noted that six (6) area photographers were reached out to: 3 from Coopersville, 2 from Muskegon, and 1 in Grand Haven. Only one responded before the deadline, Wildfowler Photography with a bid price of \$6,100.

Director Berends did note a second bid did come in after the deadline and was for significantly more than the on time bid.

Board Member Grossenbacher asked what budget line item this was coming in under. Ex-officio member Seyferth noted this would be for next fiscal year (starting in July) and would come out of the advertising budget line item.

Board Member Hanenburg motioned with support from Board Member Kelly to go with Wildflower Photography for \$6,100 for photography services in FY2019-2020. Motion carried unanimously.

### **Petitions and Communications Continued**

**Dumpster Overage Fees.** Director Berends made the Board aware of a service fee the DDA received from Republic Service for two extra overage fees that were received in April 2019 totaling \$24. Republic provided photos of the dumpsters which were overflowing on the date they were emptied.

General board consensus was to pay the overage fee and monitor the situation. If it happens again in the future, the DDA may look into determining who is responsible, but because this has never happened before, it doesn't seem to be an issue.

No action was needed as this was just a discussion item.

**Board Information Packet.** Board Member Slater 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 noted that the City's 150<sup>th</sup> Birthday is coming up in 2022 and the DDA has been approached to help have a role in that. Nothing has started yet, but it is something that should begin to be given some consideration.

She also noted she's continuing to build relationships with other DDAs and the Coopersville Community and that her visits to DDA district businesses is continuing as she knocks off a few additional businesses each week.

### **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 6:18 P.M.

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Chairman Bob Koch