

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

June 11, 2019

Chairman Koch 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 Schmidt	Board Member Kelly
Board Member Ver Berkmoes	Chairman Koch
Board Member Veldman	Ex-officio Member Seyferth
Director Berends	

Absent:

Board Member Slater

Motion by Board Member Du Pilka with second by Board Member Dykstra to excuse the absence of Board Member Slater. Motion carried unanimously.

Agenda

Motion by Board Member Ver Berkmoes with second by Board Member Hanenburg to approve the agenda as presented. Motion carried unanimously.

Minutes

Motion was made by Board Member Hanenburg with support by Board Member Schmidt to approve the May 14, 2019 regular meeting minutes as presented. Motion carried unanimously.

Citizen Input and Suggestions

None

Scheduled Guests

None

Petitions and Communications

Awareness Campaign Update: Director Berends gave an overview of what has developed since the May meeting including the contracting with Comcast and iHeart to get the 30 second ad out. This includes the addition of text at the end of the ad which uses the tagline that has been used in the past “the center of it all.”

Petitions and Communications Continued

Additionally, the contract with Wildflower has been signed and will be in effect from July 1, 2019 through June 30, 2020. Director Berends has met with the two photographers from Wildflower to help them become more familiar with Coopersville and provided them with a list of suggestions on activities, and events, places in the DDA that should be photographed. This list came from suggestions that Director Berends received from folks in the Coopersville community.

Board Member Schmidt asked if the 30 second ad that Comcast and iHeart has the same one the DDA had developed earlier in the fiscal year. Director Berends noted it was.

DDA Façade Grant Program Discussion: Director Berends noted that as she's reached out to businesses in the community, especially in the historic downtown, she has been getting questions about the façade grant program which was in place in the past.

Director Berends noted she looked at what the DDA did in the past and has taken a look at what some other DDA in Michigan do and has some ideas on how to move a new façade program forward. She also asked the board to start thinking about this program again and asked for a few volunteers from the DDA Board who might be interested in helping develop a new façade grant program.

Several board members expressed support for bringing back the façade grant program and noted there are some tweaks that should happen before it's rolled out again.

Board Member Schmidt and Board Member Dykstra volunteered to help Director Berends come up with some new criteria for the façade program.

Development Plan 2020: Director Berends noted this was just a reminder from last month that the DDA will be looking at updating the development plan portion of the plan this fall and winter and that at the August DDA meeting she'll be asking for a few board members to volunteer to be a part of this committee. It is anticipated this will be some extra meetings.

Citizen's Input & Suggestions

None

DDA Director's Comments

Director Berends went over her report that was included in the meeting packet. She also noted:

- She attended a training on the new DDA law, Coopersville DDA is in good shape on reporting and information accessible on the web. There are a few updates that need to happen, but mostly minor items.
- She also let the board know that on June 19 she'll be attending a Michigan Main Street information session. This wouldn't be something that would replace the DDA, but more of a complement to it. At this point she's just gathering information.
- Staff is looking at options for holiday banners, that should be determined and ordered by August.

- The pine trees in City Hall Park will be coming down. The two middle pine trees are basically dead, the two outer pines are not doing well. That will happen before the end of June.
- The board interview committee will be meeting in June to interview three (3) candidates for the two open board positions.

Board Member & Chairman Koch's Comments

Adjournment

Motion by Board Member Schmidt with support from Board Member Hanenburg to adjourn the meeting.

Motion carried unanimously. Meeting adjourned at 5:36 P.M.

Chairman Bob Koch