

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

July 09, 2019

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

**Roll Call**

**Present:**

Board Member Grossenbacher	Board Member Noel
Board Member Hanenburg	Board Member Dykstra
Board Member Schmidt	Board Member Du Pilka
Board Member Ver Berkmoes	Chairman Koch
Board Member Veldman	Board Member Slater
Director Berends	

**Absent:**

Board Member Kelly, ex-officio Member Seyferth

Motion by Board Member Hanenburg with second by Board Member Veldman to excuse the absence of Board Member Kelly. 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**

Coopersville Bible Church came by asking for support for Coopersville's Best Cookies. Director Berends said she would help find a venue to host.

**Swearing in of new board members**

Jake Noel of 327 Pizza was sworn in as a new DDA board member

### **Chair / Vice Chair Selection**

A motion was made by Board Member Hanenburg with support from Board Member Veldman to select Bob Koch as DDA chairman for a term of 1 year.

A motion was made by board member Hanenburg with support from board member Slater to select Ron Veldman as Vice Chair.

Motion made to close nominations by board member Hanenburg with support by board member Noel.

Chair and Vice Chair nominations were unanimously approved

### **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 click and impressions throughout the campaign so far. Director berends mentioned that the Coopersville Brewery announcement made a huge increase in traffic for Discover Coopersville. Daily awareness went from about 2,000 people to over 40,000 on that post

**DDA Façade Grant committee:** Board members Dykstra, Schmidt, and Kelly will make up the committee. Each has homework dissecting our old program as well as the examples we all looked at to create a new Façade Grant Program for the DDA.

**City Hall Tree Removal and Update:** We discussed the corner of the park with the cedars and flags. In that space is also an honor wall that was maintained by Pat Raap and John Van Doorn. Both were contacted about the wall. Both would like to see the board removed and the honor wall maintained by CAPS as it already does. Director Berends and City Manager Seyferth are working with the Coopersville VFW on ideas to 'decommission' the board. Board Member Hanenburg suggested this is a good idea.

**Dumpster Issues:** Discussion about what to do with the continued issues and the overall look of the DDA dumpsters. We talked about the possible upgrades when the parking lots are redone and what can be done immediately to help with the smell and appearance. Board Member Verberkmoes wants to make sure the containers are put back into place by Republic. We will also ask DPW to schedule power washing for all the DDA dumpsters. (it is now scheduled for early fall)

### **Citizen's Input & Suggestions**

None

### **DDA Director's Comments**

Director Berends went over her report that was included in the meeting packet. She also welcomed Jake Noel to the DDA board and remarked that we are close to having a full board for the first time in over 3 years. Brad Fynewever will join the board in August as our city representative.

### **Board Member & Chairman Koch's Comments**

Chairman Koch

Welcome Jake Noel. It's wonderful to see younger business owners getting involved.

Board Member DuPilka none  
Board Member Hanenburg none  
Board Member Veldman none  
Board Member Dykstra none

Board Member Slater none  
Board Member VerBerkmoes none  
Board Member Schmidt Talked about Ward Versputs passing  
Board Member Grossenbacher none

**Adjournment**

Motion by Board Member Slater with support from Board Member VerBerkmoes to adjourn the meeting.

Motion carried unanimously. Meeting adjourned at 5:55 P.M.

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Chairman Bob Koch

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