

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

January 14, 2020

Chairman Koch called the meeting to order at 5:15 p.m.

Roll Call

Present:

Chairman Koch	Board Member Dykstra
Board Member Fyneweaver	Board Member Grossenbacher (<i>arrived at 5:21</i>)
Board Member Noel	Board Member Veldman
Board Member Ver Berkmoes	Board Member Kelly
Board Member Buth	Ex-Officio Member Seyferth
Director Berends	

Absent:

Board Members Du Pilka, & Slater

Motion by Board Member Buth with second by Board Member Veldman to excuse the absent Board Members. Motion carried unanimously.

Agenda

Motion by Board Member Fyneweaver with second by Board Member Veldman to approve the agenda as presented. Motion carried unanimously.

Minutes

Motion was made by Board Member Buth with support by Board Member Ver Berkmoes to approve the November 12, 2019 regular meeting minutes. Motion carried unanimously.

Citizen Input and Suggestions

None

Discussion/Action Items:

Recap of 2019 & Discussion of 2020 Goals

Director Berends noted she just hit her one year anniversary with the DDA and went over some highlights regarding board directives, how those were met and other items of note.

- Board objective: improve the relationship with the Coopersville Chamber. Director Berends meets with the Chamber director regularly and has found a to partner with the Chamber on a few different initiatives including harvest decorations downtown and a larger Christmas tree in the Pocket Park.

- Board objective: support Main Street businesses. The DDA and Chamber have partnered to reestablish the Downtown Business Association (DBA)
- Board objective: build relationships with all DDA district businesses. Director Berends has reached out to all businesses in the district and has meet one-on-one with most.

Additional Director Highlights:

- The holiday season in the DDA was bigger with a taller Christmas tree in the pocket park and circle of trees in City Hall Park, looking to continue and expand that in 2020.
- Director Berends has built good relationships with other regional DDA directors and has helped to establish a quarterly meeting with that group.

Goals for 2020

- Increase business development support, with a focus on Main Street
- Help with the planning of the City's 150th Anniversary, which will be in the summer of 2021
- Replacement of decks in the North DDA and a clarification of the easements in that area
- Becoming more active in the Michigan Downtown Association

Board Member Dykstra asked about helping businesses with technology and social media and wondered how that fit into the mission of the DDA?

Director Berends said she looked at it as business retention and development. It was also noted that it was a minimal amount of time.

Motion by Board Member Fyneweaver with support from Board Member Ver Berkmoes to accept Board Member Grossenbacher into the meeting at 5:21. Motion carried unanimously.

Michigan Downtown Association Certification Program

Director Berends provided the DDA Board with an overview of the new MDA Certification program and noted this was something she's like to pursue starting in 2021. She was bringing this up now because the program requires attendance at all MDA conferences (two per year) and most workshops. She wanted the board to be aware of it and see if there were any concerns because it would be some time away from town and a slight increase in the workshop/training budget over a three-year period.

No board members expressed any concerns or objections to Director Berends pursuing this

Main Street Lights

Director Berends noted that approximately once every three years the lights on top of the buildings on Main Street are replaced. The cost of this is about \$12,000 (this is the cost of materials and contracting with a third party to do the install). Additionally, there are annual costs of up to \$5,000 to maintain the lights (including electricity costs). It was also noted that some building owners are not completely comfortable with having City staff go up on the buildings for the maintenance. Staff also has some safety concerns about accessing the buildings. Director Berends did note she thinks this is a great feature of the downtown that she'd like to see continue, but a conversation about the lights was a good idea.

The question is does the DDA Board want to see the lights continue and what questions were there about the lighting program.

Board Member Buth noted it would be nice to see the lights continue and have the lights on the trees and buildings be the same color. There was also a question if the rail road building on Main Street would be getting new lights in the next round.

Board Member Fynewever said he'd like to see the lights continue on the buildings but had questions about how the buildings' roofs were accessed.

Staff let the board know roof access depended on the building and some roof access was precarious.

Board Member Ver Berkmoes noted she was aware of some buildings owners concerns about roof access, but that she'd like to see the lights continue.

Board Member Veldman suggested staff talk with building owners who might have concerns to better understand what those are.

General consensus of the board was to continue with the lights on the buildings, but that safety issues/concerns should be looked at and understood going forward.

Citizen's Input & Suggestions

None

DDA Director's Comments

- It has been a great year and she thinks we're making inroads with local businesses and outside the community that will pay off
- Asked the board to think of things they would like to see done this year and into the future and to let her know.

Board Member & Chairman Koch's Comments

Board Member Fynewever – Thinks the board and Ellen are moving the DDA in a good direction

Board Member Ver Berkmoes – It has been a good year and Ellen is doing well in the position

Board Member Grossenbacher – Enjoys being part of the board and looking forward to being on the 2020 update committee for the DDA project plan.

Board Member Dykstra – Enjoying her time on the board and looking forward to the future of the DDA. The façade grant committee is finishing up their work and should have something for the DDA board in the near future.

Board Member Veldman – City Hall Park looks great, good job on rehabbing that on a small budget.

Chairman Koch – It's been a good year and looking forward to an even better 2020.

Adjournment

Motion by Board Member Veldman with support from Board Member Dykstra to adjourn the meeting. Motion carried unanimously. Meeting adjourned at 5:52 P.M.

Chairman Bob Koch