

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

March 10, 2020

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

Roll Call

Present:

Chairman Koch	Board Member Slater
Board Member Fynewever	Board Member Grossenbacher
Board Member Noel	Board Member Veldman
Board Member Buth	Ex-Officio Member Seyferth

Absent:

Board Members Du Pilka, Ver Berkmoes, Dykstra, & Kelly

Motion by Board Member Buth with second by Board Member Fynewever to excuse the absent Board Members Du Pilka, Ver Berkmoes, Kelly & Dykstra. Motion carried unanimously.

Agenda

Motion by Board Member Buth with second by Board Member Slater to approve the agenda as presented. Motion carried unanimously.

Minutes

Motion was made by Board Member Buth with support by Board Member Veldman to approve the February 11, 2020 regular meeting minutes. Motion carried unanimously.

Citizen Input and Suggestions

Bob Smith, Coopersville Bible Church came in to thank the DDA for their support of the Cookie Context this past winter. The event got positive feedback and folks are looking forward to future events. The event was free but they did take donations that went to the Grand Rapids Home for Veterans. They took in \$242 that was sent to the home.

Petitions & Communications:

UPDATED Walk Through Park

Director Berends gave an update on the Walk Through Park, what has been updated since the last meeting and let the board know we were ready to go to bid. A few of the updates include different lights, removing the sails and going with a trellis and having the fire place moved from the west to the east wall.

There were a few questions about some of the changes, specifically lighting, and the façade of the fireplace. It was noted the light changes were still being finalized but would be mounted on the brink. The fireplace façade was tweaked so that it will not be as easy to climb.

There were no objections to moving forward with the project and going to bid.

Fund Balance Procedure

Director Berends gave an overview of what a fund balance is and why it's a good idea to consider at this point. This is coming up for discussion now for a few reasons, 1. The DDA has a large fund balance now and with anticipated projects it will greatly decline. 2. With changes in state law, it's a good idea to have a fund balance policy to help explain why any funds are being retained.

Staff also gave some recommended fund balance ranges from 10 to 20 percent.

Board members Buth and Noel said they were comfortable with a 20% fund balance based on staff feedback

Board member Grossenbacher asked at what point does the fund balance get too high and that starts attracting the attention of the state?

Ex-officio Member Seyferth noted there wasn't a hard and fast rule on what is considered "too high" but that if the board were to carry a significant balance for a number of years without a plan on how to spend the money, it would raise questions. It's important to have a plan in place regarding why money is being held.

There was a general consensus among board members that staff should come back with budget recommendations based on a 20% fund balance and then show what we could do with a lower balance. It was also requested that staff provide an estimation of how long it would take to rebuild a fund balance if a project was being saved for.

Budget Overview

Staff provided budget requests to the board for FY2020-21 which starts July 1, 2020.

Key changes from FY2019-2020 include:

- increase costs in contractual services related to snow removal. The contract is up this year and staff anticipates the new contract will be more. New budget estimation is \$33,000, up from \$24,000.
- Advertising is also looking at a significant increase as several new items are worked into this line this includes brochure and website update for \$5,000; support of the Downtown Business Association at \$5,000; and funds for Coopersville's 150th birthday.
- Capital expenditures is the largest part of the budget and includes recommended replacement of the Decks in the North DDA for \$20,000; re-pavement of the north DDA Parking Lot at \$300,000; completion of the walk through park (carrying over from two budget years) for \$116,000; and the façade grant for \$50,000 as well as several smaller items.

Overall budget requests are \$838,300 which uses all revenues and completely depletes the reserve funds. Staff will come back with a budget recommendation in April that balances and one that has a 20% fund balance. Some suggested removals were North DDA Pavilion Roof Replacement, possible reduction

to the façade grant from \$50,000 to \$25,000, as well as possible reductions in some advertising items and maybe a removal of the parking lot project for this year.

DDA Information Packet

Motion by Board Member Veldman with support from Board Member Slater to receive and file the DDA Board Information Packet, motion carried unanimously.

DDA Director's Comments

- New to You on Main Street has opened
- Bronco Connection has closed, but Director Berends is working with Board Member Veldman to find a use for the space
- We're looking to add back in another dumpster to the South DDA area as businesses have requested that. There is an enclosure space for it, but it's currently being used as a parking spot.
- The dumpster contract is up in July 2020, staff will be getting bids for that service.
- Director Berends contract expires at the end of June, the Board will need to form a committee to work on that at a future meeting.

Board Member & Chairman Koch's Comments

Board Member Noel – He's gotten some comments from visitors asking about what's going to happen with the train graveyard. Is there anything that could be done to help with that?

Board Member Slater – He was in Delly Belly the day New to You opened and he said they were swamped and it was with new folks, so that's a great thing to see.

Chairman Koch – Noted that Coopersville Care was thrilled that New to You has come to Coopersville and that the two organizations are working together. Coopersville Care wanted folks to know that.

Adjournment

Motion by Board Member Slater with support from Board Member Fyneweever to adjourn the meeting. Motion carried unanimously. Meeting adjourned at 6:20 P.M.

Chairman Bob Koch