

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

June 09,2020

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

Roll Call

Present:

Chairman Koch

Board Member Fynewever

Board Member Noel

Board Member Ver Berkmoes

Board Member Buth

Director Berends

Board Member Grossenbacher

Board Member Veldman

Board Member Kelly (arrived at 5:20)

Board Member Slater

Absent:

Board Members Du Pilka, Dykstra, ExOfficio Member Seyferth

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

Agenda

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

Minutes

The minutes were not available for this meeting. They will be presented at the July meeting.

Citizen Input and Suggestions

None

Discussion/Action Items:

Board Member Kelly was unanimously accepted into the meeting at 5:20PM

Walk thru Park Bid

Director Berends presented the bid recommendation for Apex Contractors for \$259,500

Board Member Buth asked about subcontractors on the project.

The board had a lengthy discussion about the pros and cons of asking Apex if awarded the contract about going with some local subs if possible. Director Berends said she would look into this and report back to the board.

MOTION Board member Buth motion with support from Board Member Slater, to tentatively accept the bid from Apex Contractors for \$259,500 pending engineer's written recommendation.

Motion carried unanimously

Personal Committee Meeting

Board Member Veldman presented to the board Director Berends's review. Board Members Veldman and Slater completed the review with Director Berends. It was noted this is not a process the board has done in the past and would like to look forward in making a template for the future.

The recommendation was that Director Berends contract would be extended through June 2021. With details on compensation done in 90 days (September 2020). This was done in consideration of possible changes to the partnership with the Coopersville Area Chamber of Commerce and possible changes in duties of the director.

The board had a discussion on the committee's review.

- Board member Kelly asked what details could change in the current contract? Would it be a contract with just the DDA? Board Member Kelly expressed that she would like to look to the city for guidance.
- Board Member Slater said he would like to look at wage compensation and align with what the city is doing considering CoVid compensation adjustments. He talked about our DDA cap and what that means for the budget.
- In respond to Board Member Slater's question about the DDA cap, Chairman Koch spoke about the procedure to change the cap amount.

This item was for discussion only

Enhanced Partnership with Coopersville Chamber

Board member Slater reported on the committee's activities and key highlights:

- Hudsonville chamber/DDA partnership is based on what Coopersville did in the past;
- Community relationship building a partnership like this can achieve;
- Buy in from the membership is key;
- Both boards needed to have a script, like an elevator speech, so they could be the best advocates.

Board Member Slater noted having a strong director will push this forward. He mentioned how this partnership will also create 2 part-time positions in addition to a shared director.

Chairman Koch asked each board member to weigh in on the proposed enhanced partnership:

- Board Member Buth was concerned about the Chamber president saying they wanted to keep the option open to do interviews. It was clarified that that was before the agreement to partner was voted on.
- Board Member VerBerkmoes stated that working together is great. She thought the chamber and the DDA would benefit big.
- Board Member Fynwever was happy to see all the info covered and was also happy to see the downtown kept traditional

- Board Member Noel asked about the difference in the chamber and the DDA. Director Berends stated the difference is support on the chamber side and development on the DDA side.
- Board Member Grossenbacher commented on the 90% overlap of job and goals for the community. He hopes this streamlines the community leadership and makes the partners informational superstars.
- Board Member Veldman reminded the board that partnerships take time and commitment.
- Board member Buth stated that she understood that the DDA went from 3 staffers with the city to 1 with the director. Wants to make sure the DDA doesn't lose focus on the economic growth of our city, especially downtown. Cost savings are important and both organizations need to be cautious due to CoVid. It was noted the DDA should use its time wisely and not put too much time into individual businesses. Board Member Buth thought a Chamber admin maybe more beneficial than a director and wants to be clear that the DDA not dilute what it is here to do. Please make sure we stay focused on the Future. Board Member Buth noted she is hesitant to take this on this partnership. In her opinion, the director has not done a good job of bringing in businesses and making the city pop. She feels the director should do more to make that happen and continue to collaborate with the Chamber but not be a partner.
- Board Member Kelly wants to be sure the DDA is careful financially and that good tracking of hours is done because if this is not done correctly, it could be very bad.
- Chairman Koch wants to make sure details are addressed. He is all for this and thinks it will benefit the community.

MOTION Board member VerBerkmoes motion, with support from Board Member Noel, to partner with the Coopersville Area Chamber of Commerce with Director Berends at the helm of both organizations.

Board member Buth asked for clarification on the title director of both organizations. Board member Slater said that will be discussed at the committee level.

Motion passed unanimously

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.

Director's Report

None this month

Board Member Comments

None

Adjournment

Motion by Board Member Veldman with support from Board Member VerBerkmoes to adjourn the meeting at 6:32PM

Motion carried unanimously