

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

August 11, 2020

Board Chair Veldman called the meeting to order at 5:15 P.M.

Roll Call

Present:

Board Member Slater	Board Member Ver Berkmoes
Board Member Du Pilka	Board Member Grossenbacher
Board Member Noel	Board Member Koch
Board Member Dykstra	Board Member Fyneweaver
Board Member Kelly	Chairman Veldman
Ex-Officio Member Seyferth	

Absent:

Board Members Buth

Motion by Board Member Kelly with second from Board Member Du Pilka to excuse Board Member Buth. Motion passed unanimously.

Agenda

Motion by Board Member Slater with second by Board Member Ver Berkmoes to accept the agenda. Motion passed unanimously.

Minutes

Motion by Board Member Slater with Support from Board Member Ver Berkmoes to approve the meeting minutes of July 14, 2020 as presented. Motion passed unanimously.

Citizen Input and Suggestions

None

Petitions & Communications:

Pay Application 1 – Apex Construction, Walk Thru Park

Board Member Du Pilka asked if this pay application was recommended by the engineer, staff noted it was and this was primarily for mobilization costs.

Motion by Board Member Du Pilka with a Second from Board Member Grossenbacher to approve Pay Application 1 from Apex Construction. Motion passed unanimously.

Board Exercise for goal setting and expectations

Ex-officio Member Seyferth lead the DDA board in a discussion about the organizations: objectives (long term); projects to add to the DDA plan; goals (short term); board expectations; and ideas for committees.

Objectives (long term):

- Develop DDA District
- Keep working with Chamber on enhanced partnership
- Maintain Infrastructure with the City
- Facilitate New Business Growth
- Fill empty store fronts
- Talk to building owners about filling spaces
- Outreach to the whole DDA district
- Actively partner with the City in planning

Projects to add to DDA Plan:

- Ability to purchase land/buildings
- North Bank Trail
- North DDA improvements
- Marketing Coopersville
- Enhanced street lighting on West Randall (decorative)
- Create a great bike trail head in downtown Coopersville with bike stations
- Outside eating spaces (general and open to all – not business specific)
- Bike Rentals (either business or through DDA)
- More Community Events
- Access to regional public transit (GR to the Lakeshore)
- Attract regional state/county offices for

Goals (short term):

- Utilization of the façade program
- Understanding of long-term capital improvement projects (costs) vs. monies available for project (fun)
- Setting a fund balance policy
- DDA Office Space in Downtown
- Have full storefronts in the whole DDA district by 2024
- Better communication to community/businesses about what the DDA is/does

Board Expectations:

- Setting an attendance policy
- Full engagement (more than just attending meetings)
- Support DDA Events (attend DDA hosted events/volunteer for DDA projects/events)
- Board speaks as one once a decision is made
- Are we a policy board or a working board?
- Participation in committees
- More active participation in vetting expenses and projects
- Keeping a positive point of view
- Communication with DDA businesses – represent the whole DDA

Committee ideas:

- Executive Committee
- Development
- Marketing
- Financial
- Nominating
- Project Review
- Promotions
- Special Projects
- Staff Review (director)
- Façade Grant Review
- Maintenance

It was noted these are broad concepts that need to be discussed more and distilled down. Staff will compile the feedback and put it into an online form where board members can review and rank their preferences (top 5 in each category). The board will have further discussion on these items at the September 15th DDA meeting. The objective is to have a guiding set of agreed to core principles that staff and the board can reference back to.

DDA Information Packet

Motion by Board Member Koch with a Second from Board Member Slater to receive and file the DDA Information Packet. Motion carried unanimously.

Citizen's Input and Suggestions

None

Director's Comments

Director Berends noted that the CARES Act grant application process would be wrapping up shortly. She has been working with Lakeshore Advantage on this. She did let the board know there would be a reimbursement coming back to the DDA and Chamber for her time working on this.

The Chamber is moving forward with the posting for a finance staffer. This will be totally paid for by the Chamber, but will help with staffing the joint operations of the DDA/Chamber.

The DDA has gotten some questions from businesses if it would be possible to get music playing downtown again. This is more of an FYI and a discussion for another time.

DDA Staff is working to get Coopersville highlighted in some smaller "spotlight adds" on cable and online through Comcast Spotlight (now known as Effect TV).

Board Member & Chairman Veldman's Comments

Board Member VerMerkmoes – kids on bikes on the sidewalks downtown have become an issue again and asked if we could do some education on that. One gentlemen she saw coming out of Delly Belly was almost hit in one case.

Board Member Slater – Could we have a year in review on the finances at a future meeting. He has some questions about the reports.

Board Member Du Pilka – Requested an update on the North Bank Trail at a future meeting

Board Member Koch – This year’s car cruise had the largest number of spectators ever and he thought the downtown – Main Street specifically – looked great.

Adjournment

Motion by Board Member Du Pilka with support from Board Member Fynewever to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 6:28 P.M.

Chairman Ron Veldman

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