

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

September 15, 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 Buth	Board Member Grossenbacher
Board Member Noel	Board Member Koch
Board Member Dykstra	Board Member Fyneweever
Board Member Kelly	Chairman Veldman
Ex-Officio Member Seyferth	

Absent:

Board Members Du Pilka

Motion by Board Member Slater with second from Board Member Fyneweever to excuse Board Member Du Pilka. Motion passed unanimously.

Agenda

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

Minutes

Motion by Board Member Slater with Support from Board Member Fyneweever to approve the meeting minutes of August 11, 2020 as presented. Motion passed unanimously.

Approve Jordan Luther as a DDA Board Member

Motion by Board Member Slater with support from Board Member Fyneweever to approve Jordan Luther as a DDA Board Member for a term expiring July 1, 2024. Motion passed unanimously.

Citizen Input and Suggestions

None

Petitions & Communications:

Board Exercise for goal setting and expectations

Ex-officio Member Seyferth recapped the conversation that happened at the August meeting and discussed the results of the preferencing that happened between meetings. The board went through

and discussed expectations of the top ranked items in each of the five categories. Which produced the board document that the DDA will use to help direct and inform future activities.

Regarding Long Term DDA Objectives, as discussion occurred related to being active in maintaining infrastructure in partnership with the City. From board voting online, it didn't rise to a top priority. But, after a discussion and show of hands, it was moved up to a priority item which is reflected in the board document.

Other objects were moved around. Outreach to the whole DDA district was identified as a short-term goal that could be wrapped into better communication with the DDA district.

The board had a lengthy discussion about each of the first areas which resulted in the one-page reference document – **Coopersville DDA 2021 Objectives and Board Expectations**

Items for the updated DDA Plan 2020 that have been asked to be included in the update plan are:

- **Marketing Coopersville**
 - o billboards between the Lakeshore and Grand Rapids;
 - o developing a community brand;
 - o digital advertising
- **North Bank Trail**
 - o Develop a great trail head
 - o Coordination marketing of trail with marketing of Coopersville
- **Ability for DDA to purchase land/buildings**
 - o Primary objective would be to facilitate new business growth
- **Ability for the DDA to do events**
 - o Sponsor events and/or partner with events. The objective is NOT to have existing staff do events or take on event logistics – rather play a supportive role for events which in some cases could mean the extension of insurance.
 - o If more events are to be created, a new position could be formed which is funded through event proceeds.

As a policy board, it was decided some committee structure would be needed. The standing committees should consist of the following:

- **Marketing & Development** – to provide advice to staff on the type of marketing (feedback on material, ideas about ad placement, etc...) that would be effective to market Coopersville
- **Façade Grant** – to review façade grant applications and award grant dollars
- **Special/Project Review** – to provide advice to staff on projects prior to final approval/review by the DDA Board
- **Executive Committee** – To review director's performance, contract, & compensation
- **Financial** – assist/advise the director during the budget formation process

Pay Application 2 – Apex Construction, Walk Thru Park

Motion by Board Member Koch with Support from Board Member Ver Berkmoes to approve Pay Application 2 from Apex Construction. Motion passed unanimously.

Committee Updates:

- a. Plan 2020 – Director Berends provided an update on the plan process and the plan will be ready for DDA and City Council review by the end of the year.

- b. Façade Grant – The committee will be meeting a several times in September to finalize a few things and get the program ready for rollout in 2021.
- c. Partnership update – Partnership committee is working on pulling together a director search and finalizing various aspects of the partnership.

DDA Information Packet

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

Citizen’s Input and Suggestions

None

Director’s Comments

The chamber has hired a new part-time person, Rebecca, to help with chamber activities. She will also be helping some with the DDA. Rebecca comes from the Sparta Chamber/DDA where she works part time on events.

Board Member & Chairman Veldman’s Comments

Board Member Koch – Question about the City’s Second River Crossing project and why the need for a second detour. Ex-Officio Member Seyferth noted that 90% of the work was completed during the road commission’s road/bridge closer earlier in the Summer, but that final tie-ins of the new line with the existing line at Leonard Street needed to happen at a later date for a few different reasons, including incompatible overlapping work areas and detour interference (having to have a detour for a detour).

Board Member Slater- Asked about next steps for Ellen’s replacement. It was noted that was in process and would be a team effort between the Chamber and DDA.

Board Member Buth – Noted the building lights needed fixing. Director Berends responded that it was planned to have the lights worked on in late September and into the fall. Board members Buth also gave a wrap up of Music on Main for the Summer 2020 season and a highlight of the Deer Widows Weekend event that is planned for November.

Adjournment

Motion by Board Member Koch with support from Board Member Fyneweever to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 6:23 P.M.

Chairman Ron Veldman