

CITY OF COOPERSVILLE
REGULAR DOWNTOWN DEVELOPMENT AUTHORITY MEETING
VIRTUAL MEETING held on GoToMeeting as allowed by State Law and Ottawa Co.
Emergency Declaration (resolution 21-064) related to COVID-19
Coopersville City Hall; 289 Danforth Street, Coopersville, Michigan

April 12, 2021

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

Roll Call

Present:

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

Absent:

Board Members Luther & Grossenbacher

Motion by Board Member Fyneweaver with second from Board Member Noel to excuse Board Members Luther & Grossenbacher, Motion passed unanimously by roll call vote.

Minutes

Motion by Board Member Buth with Support from Board Member Noel to approve the meeting minutes of March 9, 2021 as presented. Motion passed unanimously by roll call vote.

Citizen Input and Suggestions

None

Petitions & Communications:

Discussion – Garbage Service Assessment July 2021-June 2022

Ex-officio member Seyferth and Director Wildeboer let the board know they reached out to some additional trash services and were only able to get an additional quote from Potluck. After looking at the quotes, it was determined the cost between services would be about the same and it was recommended that the service provided not change.

Board Member Du Pilka asked if we knew for sure that Republic would be going up 5% as estimated. Staff noted this was just an assumption based on previous years and that 5% has been the largest increase in the past few years.

Board Member Noel noted there really hasn't been an issue with service and as there's not a big price difference, it makes sense to stay with Republic.

As there will be no changes, staff is going to move forward with looking at the unit levels and noted that the DDA will have a public hearing at the May 11 DDA meeting to formally set the garbage assessment.

Discussion/Action – 2021-2022 Budget

Ex-officio Member Seyferth gave an introduction on the proposed budget for the DDA for FY 2021-22 and specifically highlighted the discretionary items from the budget proposal totaling a little more than \$300,000. It was also noted the City Council would give final budget approval at the May 10 City Council meeting and any budget recommendations the DDA had this month would be passed on to Council.

There were no concerns about the discretionary items presented.

Ex-officio Member Seyferth also brought up the lighting/beautification item that was discussed at the March DDA meeting in the South DDA parking area. DPW Superintendent Buist was able to get some ballpark numbers on installing an identical light pole to what's already on Main Street, North DDA and most of South DDA. Cost would be between \$10,000 and \$12,000 (staff thinks it will be close to \$10,000 as we should be able to tie into the electrical that's adjacent to where the pole will go).

The question was asked if the City/DDA had extra light poles already, if so could the cost be even less?

Ex-officio Member Seyferth noted that yes, the DDA did order an extra light pole to have on hand if one was damaged. However, because we know we can still order the same poles, and these designs change from time-to-time, staff was recommending purchasing another pole so that we still have some in reserve. It was noted, one of the reasons we changed out all the poles a few years ago was because the original pole was no longer manufactured and several needed to be replaced.

Board Member Slater thought it sounded like a good plan and asked if the DDA could also look at doing something to beautify that area (missing asphalt, etc...).

Board Member Du Pilka agreed some additional attention in that area is needed and that it made sense to keep an extra pole in reserve.

Director Wildeboer said she's talked with a local artist about the possibility of doing some type of wrap or artwork on the utility screens in the South DDA, but this would be a little in the future.

Ex-officio Member Seyferth recommended that the budget line for this item be updated to "light pole install and beautification" and \$15,000 be allocated from the fund reserve to cover this project.

Motion by Board Member Du Pilka with Support from Board Member Slater to approve the budget recommendation of staff with the addition of \$15,000 for the light pole and beautification. Motion passed unanimously by roll call vote.

Discussion/Action – Champ's Grant Application

Director Wildeboer went over Champ's request to apply their grant to a project in the rear of their building rather than on the front. It was noted that it was determined this was more of a need by the businesses and because of the delay from the grant application to the decision, priorities for the business changed.

Director Wildeboer noted this wasn't an ideal situation but thought it would be worth showing some grace to the business and allow some flexibility. But that this would be a decision up to the DDA board.

Board Member Buth asked, what was their original project and amount requested? She also agreed that giving flexibility could be ok, but asked if other businesses might have taken advantage of the grant from the start if this type of enhancement was allowed from the start.

Board Member Kelly noted that at the start of the process the Façade Committee turned down requests for using grant dollars on the back of businesses and she was concerned about changing the rules after the process was already done.

Board Member Buth thought for the future, new construction/enhancements like Champ's is doing should be eligible, but this wasn't the case now. It was also asked if any other DDA businesses had inquired about the grant for other types of enhancements.

Ex-officio Member Seyferth – the DDA did receive a letter from another business in the DDA noting if the criteria were to open up or change that they would like to be considered too.

Board Member Slater asked how much Champ's grant would be for.

Director Wildeboer about \$8,000 for the front awning. Not to exceed 50% of the cost of replacement. It was noted the grants could be awarded up to \$20,000 per project (applicant) but that no grant could exceed 50% of the actual project cost.

Board Member Slater asked if the grants had been awarded and for how much?

Director Wildeboer – grants have been awarded and are as follows:

- Gallery 293 up to \$15,000
- 327 Pizza up to \$9,000
- Champs up to \$8,750
- 265 Main Street (Paul Piccard) up to \$10,000 (it was noted the grant was reduced because rear work was also requested, but the committee felt it didn't meet the grant requirements)

Board Member Du Pilka noted there are a few factors at play here: the grant standards that are currently in place, and some changing needs of businesses given the current circumstances. Maybe it would be a good idea to do another round of grants with some more flexible criteria.

Board Members Dykstra and Buth both noted, given the current information and circumstances there was a feeling the DDA should stick with the existing requirements as presented and not make any changes. But that for the next round of grants, the criteria should be updated.

Board Member Du Pilka noted he agreed with Board Members Dykstra and Buth and that making changes now just opens up too many questions/factors.

Board Member Slater asked if anyone didn't get funded.

Director Wildeboer – everyone who applied go some level of funding approved.

Board Member Slater for the next round of grants, could the board be given the opportunity for final input after the committee has made its recommendations for the criteria?

Board Member Noel noted that would be helpful in case individuals came to them with questions.

Chair Veldman asked if any action was needed.

Ex-officio member Seyferth noted he didn't think any action was needed as the board was not changing any of the decisions made by the grant committee.

Discussion/Action – DDA Decks

Ex-officio Member Seyferth presented an update on the project. It was noted the building inspector has been sitting on this for a while and staff was getting pressure to have some type of resolution/direction soon. It was recommended that the DDA go forward with selecting a contractor.

Motion by board member Slater with support from Board Member Du Pilka to award the deck replacement contract to Tom Hammond Construction for an amount not to exceed \$40,000. Motion carried with 8 yes vote (board members: Kelly, Buth, Noel, Du Pilka, Dykstra, Slater, Fyneweever, and Ver Berkmoes) and 1 abstention (Chair Veldman)

DDA Information Packet

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

Citizen's Input and Suggestions

None

Director's Comments/Report

March was a great month, but not without its Challenges, but the DDA/Chamber are making good progress. April has been progressing more smoothly than March.

New Discover Coopersville website is coming soon:

- There will be a tab for businesses in the downtown talking about what the downtown has to offer
- There will also be a general community calendar to serve as a one-stop for community event info (Coopersville currently doesn't have that).

Saturday, May 8 is the community's first food truck rally. In addition to the food trucks, the DDA restaurants will also be highlighted.

Board Member & Chair Veldman's Comments

Board Member De Pilka – Would like to see more focus on the old feed mill lot and would like to see this as a topic of discussion at a future DDA board meeting.

Board Member Buth – Would like the DDA to see if there are dollars available to help businesses/restaurants with outside service and is it possible those dollars could be awarded retroactively? Wondered what programs are out there to help with that or could the DDA tailor something like that?

Director Wildeboer – it would be possible to tailor a DDA grant program, her concern would be would anything the DDA created be effective in supporting all businesses in the DDA?

Board Member Noel noted that he applied for a weatherization grant with the state to support outdoor service. It was an easy process and it allowed him to purchase outside heaters.

Board Member Buth asked if the DDA/Chamber director could communicate to businesses when these types of grants become available.

Director Wildeboer noted the DDA/Chamber was already doing this and offers assistance in completing grant forms. The challenge that she has run into is some businesses are concerned about strings that could be attached to grants so the elect not to apply. But noted that a number of business assistance grants have been awarded to businesses in Coopersville with the help of the DDA/Chamber.

Board Member Buth asked about a change in policy at the City regarding event insurance and that she's talked with developers who are concerned about leadership in the City.

Ex-officio Member Seyferth noted the event insurance change was an administrative decision after talking with the City's insurance company and noted it was intended to help smaller events, like the Easter Egg hunt in Vets Park. But that event insurance would still be required for any event that closed a street (including on-street parking), had rides, fireworks, or served alcohol.

Board Member Slater asked when the DDA/Chamber would be moving into the train building?

Ex-officio Member Seyferth said we are waiting on the agreement from the railroad and hope to have that by the end of May.

Board Member Kelly noted that the large window in Zollars building on Main Street looked great and enjoyed the businesses display that is there.

Adjournment

Motion by Board Member Fynewever with support from Board Member Kelly to adjourn the meeting. Motion passed unanimously by roll call vote. Meeting adjourned at 6:34 P.M.

Chairman Ron Veldman