

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

May 11, 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 Fynewever
Board Member Luther	Board Member Ver Berkmoes
Chairman Veldman	Board Member Grossenbacher
Ex-Officio Member Seyferth	

Absent:

Board Member Du Pilka

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

Minutes

Motion by Board Member Buth with Support from Board Member Noel to approve the meeting minutes of April 12, 2021 as amended. Motion passed unanimously.

Citizen Input and Suggestions

None

Public Hearings

Motion by Board Member Buth with Support from Board Member Dykstra to open a public hearing on 2021-2022 DDA Garbage Rates. Motion passed unanimously.

Ex-officio Member Seyferth in his capacity as City Manager gave an update on trash service costs. It is an overall decrease for Retail, Office and Restaurants as recycling costs went down. It was noted that residential costs are tied to residential costs in the rest of the City.

Motion by Board Member Kelly with Support from Board Member Buth to close the public hearing. Motion passed unanimously.

Petitions & Communications:

Discussion – Garbage Service Assessment July 2021-June 2022

Motion by Board Member Buth with Support from Board Member Slater to approve the 2021-2022 garbage serve assessments as presented. Motion carried unanimously.

Discussion/Action – Summer 2021 Advertising Promotions

Director Wildeboer requested that the DDA Board approve a \$16,000 sponsorship to support events in the DDA during the summer of 2021. She noted the DDA had budgeted \$31,000 in the advertising line item and about \$14,500 of this had been spent on TV/internet advertising to date. As the fiscal year ends in about six (6) weeks she thought it would be a good use of the funds to do a summer sponsorship with the balance of those funds.

Board Member Buth: How much has the chamber budgeted for events?

Director Wildeboer: About \$5,000.

Board Member Kelly: What would this be used for? Would other sponsorships be pursued?

Director Wildeboer: Some other sponsorships would be pursued. But, these funds would focus more on event structure in the downtown (tables, freebees, etc...)

Board Member Luther: This sounds like an operating line, something to make things move smoothly.

Board Member Slater: Is this a sponsorship for the 150th?

Director Wildeboer: This would be to support events in general in the downtown.

Board Member Slater: Is there a budget yet for these events?

Director Wildeboer: In total, the 2021 events budget is about \$35,000

Board Member Buth: I'm not on board for this yet, we've never shipped money to the Chamber.

Ex-officio Member Seyferth: I need to clarify some things related the 150th and sponsorships in general. A lot of the plans for the 150th fell through with the pandemic. Some of these funds will be used to do little things to mark the 150th. But, these sponsorship dollars will also be used to help do things in downtown related to events. A lot of things with events do cost money and are not really seen. This will help to support some of the unseen things. This isn't to support the Chamber.

Board Member Buth: Rebecca, you did an ask for additional money, how did that go?

Director Wildeboer: There's been some good response, but those monies wouldn't necessarily be Main Street focused. This request to support and focus specifically on Main Street events like the Food Truck rally this past week.

Board Member Slater: I agree with the request in that I've seen it done before, but this is just a big ask. It's a lot of money.

Director Wildeboer: In fairness, the majority of time this summer (in both my DDA and Chamber capacity) a lot of time will be spent in the downtown. This can be seen as a different way to spend support dollars in the downtown.

Board Member Grossenbacher: I feel as a board we've been clear that we want events to bring people into town. This sponsorship supports events that will get people downtown. I don't see the need to spend our money on TV and internet advertising like we have. This sponsorship can help put these events in place like we want.

Board Member Luther: A lot of times with events, this stuff is booked way in advance. Money is needed at the outset to make it happen.

Director Wildeboer: This is a difficult thing because of the timing of things and taking into account restrictions and things of that nature rapidly changing. Our primary goal is to get folks into the downtown.

Board Member Slater: The Chamber is going to be the responsible party for organizing events. My hesitation is, there's a bit of a loss of control. I don't have an issue with this tool this year. But, I don't want to see it happen next year.

Board Member Kelly: I agree with the project, but I don't want to cut ourselves short.

Director Wildeboer: What volume of exclusive downtown events does the board want?

Board Member Slater: The DDA is bigger than downtown. So, we should have a bigger focus. But, we need to start with the Main Street area.

Board Member Kelly: Would all of the funds would be used on Main Street?

Director Wildeboer: This year, the focus will be on Main Street. For example, renting tables as well as their set up and removal.

Board Member Noel: I feel for this year this is our best option to get that traffic we want into the downtown. I don't think there's another plan for this money this fiscal year.

Board Member Luther: People want to do stuff. This weekend, the food truck rally, shows that.

Director Wildeboer: What were the event goals the board had?

Board Member Grossenbacher: I'm not sure there was a specific goal beyond getting people into the downtown.

Director Wildeboer: Do we know what our event goals look like? The costs will be different based on that. We don't really have a place to start it sounds like and it's more of a wild card until we do. "Event" has a wide definition.

Board Member Slater: I don't think we ever got to that part. But, my goal has been to get people into the downtown. If people are here, its up to the businesses to get them in their doors. I think one of our big challenges is rebuilding the volunteer base.

Board Member Noel: It's a good year to build and then get what we want.

Board Member Grossenbacher: This will help set the bar and budgets for future years.

Board Member Dykstra: I agree

Director Wildeboer: We also don't know yet what will attract folks. Saturday was a success and a bit of a surprise. 500 people would have been a success – numbers were several thousand. Also, remember when you raise larger sponsorship dollars, its about relationships. My goal for the DDA and Chamber over time will be to build those relationships and get businesses that are good check writers who want to support these types of events. It's all about those relationships. Until we get there, we need to show what we can do.

Chair Veldman: gave an overview of the topic and request and asked if there was a motion.

Board Member Grossenbacher motioned with support from Board Member Luther to allocate \$15,000 from DDA advertising for 2021 event support/sponsorship with the Chamber.

Chair Veldman asked if there was any further discussion.

Board Member Slater: I will be voting to wait

Board Member Buth: Can you come back with a more detailed spending plan?

Director Wildeboer: At this point general expenses for the year break down as follows:

- \$6,000 for t-shirts (the DDA monies will go toward the front of the shirt printing)
- \$3,000 for tables and tents (this is rental costs for the whole summer)
- \$650 (average) per event for horse carriage rides

Board Member Slater: Is anything going to say DDA?

Director Wildeboer: It'll say Discover Coopersville, we could add DDA

Call to vote:

Support: Board Members Ver Berkmoes, Buth, Dykstra, Noel, Kelly, Luther, Grossenbacher, Fyneweever, Chair Veldman.

No: Board Member Slater

Motion carried.

Discussion/Action – Trash Enclosures

Ex-officio Member Seyferth gave an overview of the topic as outlined in the memo. Movement of the enclosures to the north side of the parking lot would result in a reduction in parking spots.

There was a general consensus among the board that brick would be a nicer way to go for the enclosures.

Board Member Buth asked if the enclosures could be turned to the east.

Staff noted they would work to get some additional information on turning the enclosures to the east and come back to board with additional options at a future meeting. This matter isn't going to be addressed until next fiscal year, so there's time to look into the topic further.

DDA Information Packet

Motion by Board Member Ver Berkmoes with a Second from Board Member Noel to receive and file the DDA Information Packet. Motion carried unanimously.

Citizen's Input and Suggestions

None

Director's Comments/Report

- Website transition is ongoing, should be up by June
 - o There will be tabs for each downtown businesses on the website. This is critical, because some downtown businesses do not have websites/listing and this will make them searchable.
- Thank you to the businesses who helped make Saturday (food trucks) a big success. This was the most support seen for a "first outing" in a community that food trucks had seen and those vendors reached out to Discover Coopersville to let them know how pleased they were. Estimates were that about 6,000 people funneled through throughout the day.

Board Member & Chair Veldman's Comments

Various Board Members thanked Jonathan Seyferth for working with the City/DDA and others during his time with the City of Coopersville.

Board Member Noel – The Food Truck event was great.

Board Member Luther – Excited about the direction Discover Coopersville is taking with events.

Board Member Ver Berkmoes – Received a lot of positive comments from people about the events and Saturday was busy! Also had a question about alcohol in parks on Main Street.

Ex-officio Member Seyferth Response – Alcohol can only be consumed in the parks, open containers cannot be moved between parks. Drinks can only be purchased from businesses that have to go or packaged alcohol sales.

Board Member Fyneweaver – Thank you Rebecca. The food truck event was great!

Board Member Buth – The Saturday event (food trucks) was great, thank you. Question about how businesses were selected for QR codes.

Director Wildebore – We looked for businesses with more active social media (specifically on Facebook). “Active” means multiple posts per week.

Board Member Slater – Food Trucks were great, thank you!

Ex-officio Member Seyferth – Thanked the board for being engaged and having a vision for the community and downtown. It was a pleasure working with them during his time in Coopersville.

Adjournment

Motion by Board Member Dykstra with support from Board Member Buth to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 6:37 P.M.

Chairman Ron Veldman