

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

June 8, 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 Mizikar	DDA/Chamber Director Wildeboer

Absent:

Board Member Du Pilka

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

Additions or Corrections to the Agenda

Board Member Buth made a motion to add “7C – Discover Coopersville 150th Anniversary T-Shirts” to the agenda. Motion supported by Board Member Kelly. Motion passed unanimously.

Minutes

Board Member Dykstra made a correction to the May 11th Meeting Minutes. Page 2 change “perused” to “pursued”.

Motion by Board Member Dykstra with Support from Board Member Noel to approve the meeting minutes of May 11, 2021, as amended. Motion passed unanimously.

Citizen Input and Suggestions

John Hubert from Off the Tracks Food/Grocery, 303 Main Street. John submitted written comments titled “Talking points regarding road closures” and read them at the meeting. It stated as follows:

- Cuts off business during high volume times. Thursday and Fridays from 3:00 to 5:00.
- Promote some businesses unequally.
- People will see the street is closed Thursday and Fridays. They simply won’t come downtown on those days. Maybe never!
- This is supposed to promote downtown business, but for some of the businesses it is creating barriers for the customers.

- For me, I would like to expand my hours but what good is it if the street is closed. Due to the road closures, elderly and handicap customers have no easy access or handicap parking.
- The road is being closed at 3:00pm for fun and festivities. These activities should be happening in the Parks, not closing the road to our downtown businesses.
- Thank you for your time and consideration. Please take a moment to contemplate these thoughts.

Justin Willison, Spring Lake Bridal, 259 Main Street

- Commented on how he did not like the Facebook Comment that Board Member Buth made on the Discover Coopersville post about the 150th Anniversary T-Shirts.
- That comment should have been discussed in this meeting, not through social media.
- Board Member Buth has done this often on social media.
- We need to have better relationships and not come across as divided on public social media.

Lee Ann Proia, Coopersville Farm Museum, 375 Main Street

- Very excited about what is happening around town.
- Rebecca is doing a great job and we are lucky to have her.
- We are heading in the right direction.

Public Hearings

None

Petitions & Communications:

Discussion – North DDA Parking Lot/Trash Enclosures

Ex-Officio Member Mizikar discussed his staff memo and gave an update on if the dumpster enclosures can be adjusted so that they are all facing towards the east. It would require re-configuring the curb around the dumpsters and getting rid of landscaping which would increase total cost of project. Staff recommends keeping dumpster enclosures located in the same locations. Staff recommends waiting on getting the metal gates until the price goes down.

Chairman Veldman: We have an added quote/estimate here from Center Pointe Concrete for \$1,080. What is this for?

Ex-Officio Member Mizikar: DPW Superintendent Bryan Buist met with Center Pointe recently to go over the project on site and they believe that they might need to add an extra course layer of block around all the dumpsters. This estimate is for that extra work if needed.

Board Member Dykstra: What are these enclosures going to look like? It would be nice to see pictures.

Board Member Slater: I like the ones that Grand Haven has. They have gates that are locked, and they have steps on the side to throw trash in over the wall.

Board Member Fynewever: There should be a wheel on the gates so that they are easy to use and do not scrape the asphalt.

Board Member Buth: I don't want customers to be able to see the dumpsters. They always look very unsightly.

Board Member Ver Berkmoes: Will all the dumpsters be enclosed on three sides? -Yes

Motion by Board Member Ver Berkmoes to approve the split face block enclosures for the North DDA Parking Lot dumpsters and to wait on the gates, motion supported by Board Member Slater. Motion passes unanimously.

Discussion – Reappointments and Attendance Policy

Chairmen Veldman introduced the topic of who is up for re-appointment and that the board currently has a vacant position. City Council will approve these re-appointments at their June 14th City Council meeting. Chairman Veldman discussed the DDA Board's 2021 Goals and Objectives and Board Expectations that was created last summer. The board members up for re-appointment are Donna Dykstra, Brad Fyneweaver, and Teresa Kelly. These terms are 4 years long.

Discussion - Discover Coopersville 150th Anniversary T-Shirts.

Board Member Buth: Thanked Director Wildeboer for all that she has done already. Director Wildeboer has been the first one in a long time to bring events and people to downtown. She is doing a good job and has done a lot to improve the downtown area. At our last DDA meeting we talked about the 150th Anniversary T-shirts. How were businesses found for sponsorships on the T-shirts?

Director Wildeboer: The DDA helped pay for the graphics on the front of the T-shirt and for the DDA name on the back of the T-Shirt. 600+ T-Shirts were made. The back is all Chamber members, most of them new members or people who contributed to concerts. This was a part of the standard chamber sponsorship package.

Board Member Buth: These shirts were promised for new chamber members?

Director Wildeboer: I used the first 20 confirmations that I got for sponsorship. Names on the T-shirt were new members who wrote checks to be a sponsor.

Board Member Buth: When I think of "150th Anniversary" I think of people and businesses who have been here for a long time. I reached out to the businesses who had their names on the shirt and they all had different answers as to how they were approached.

Director Wildeboer: Because of change on website membership portal, things got delayed. Sue, you made it very clear that you did not want to be a chamber member. There must be privileges to chamber membership.

Board Member Buth: You seem selective about who you are reaching out to. Everyone needs to be treated fairly.

Board Member Slater: The DDA can't do events. That is why we sent the sponsorship to the Chamber.

Board Member Fyneweaver: You had your chance, Sue.

Board Member Buth: It should have been all the community organizations on there.

Chairman Veldman: This conversation is not making any new ground. Is there anything new that needs to be discussed regarding this?

Director Wildeboer: The Chamber is a private organization.

Board Member Buth: So, we can't ask questions?

Director Wildeboer: The \$16,000 went back to the DBA (Downtown Business Association) days when that idea was being floated around. There will be an Executive Committee made up of 2 DDA and 2 Chamber members to discuss this joint operation moving forward.

Board Member Slater: Please read back the meeting minutes from the last meeting describing the motion of the DDA giving the Chamber \$16,000 in a sponsorship.

At 6:00pm, Board Member Slater left the meeting.

DDA Information Packet

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

Citizen's Input and Suggestions

Brent Veldeer, LT's Firehouse Café, 259 Main Street

- I have the worst dumpster out behind my business. People from outside the downtown area come and dump stuff in there. Are we going to put locks on these dumpster gates?

John Hubert, Off The Tracks Food/Grocery, 303 Main Street

- Who is shutting down the road? All businesses need to approve that.

Director Wildeboer response: I have all the necessary permits from the city. We are all in a learning period and we are trying to make things better. John let's meet up after the meeting to discuss how we can help you.

Director's Comments/Report

Director Wildeboer submitted the following report:

- Met with Tara Reid and others to discuss updates and future goals for the trail system that is to be located within Coopersville. This is an outstanding opportunity to generate interest in downtown through a new and growing demographic of hikers, bike riders, and trail walkers.
- Scheduled a meeting with Mandy Cooper of Lakeshore Advantage for a downtown walkthrough to discuss reasonable opportunities for economic development and other in the immediate future.
- Began meeting with businesses to prepare to onboard new chamber members after the implementation of the new website and member portal that begins on the 17th of June.
- Met with Skerbeck Entertainment group to discuss the possibility of hosting a carnival in the area.
- Facilitated first Main St. concert

Director Wildeboer gave the following verbal report:

- Thanked everyone for being here and showing their passion for the community. Tomorrow I am walking around downtown with a representative from Lakeshore Advantage to discuss opportunities. Our budget is not large, and we need to know what is feasible. My ultimate goal is to increase sales at businesses. I am working on bringing in a carnival that will require little to no resources. I am working with the North Bank Trail group to help make that a reality. This is a great opportunity for the city.

Director Wildeboer gave a gift to Board Members Dykstra, Ver Berkmoes, and Buth.

****Correction* Motion by Board Member Slater with support from Board Member Noel to approve these minutes with the correction to remove Ver Berkmoes name from the list of Board Members that received gifts from Director Wildeboer. Board Member Kelly received a gift, not Board member Ver Berkmoes. Motion carried with Board Members Buth and Dykstra opposing.***

Board Member & Chairman Veldman's Comments

Board Member Ver Berkmoes: I really enjoyed the concert Thursday night. There did not seem to be any problems and it was very clean. There was no trash on the ground anywhere. Very well done.

Board Member Buth: I think we had a good discussion tonight. She brought up the comments that Justin Willison made. I have invested a lot into this community and care deeply. I took the facebook post regarding the T-Shirts very personally. I am concerned about the road closures for the concerts. I didn't get much foot traffic in my shop during the first concert.

Board Member Dykstra: I want to piggyback off what Sue said. I appreciate what Rebecca is doing and I want everyone to be able to work together and get along. Asked about different committees within the DDA board and how she can get more involved.

Board Member Noel: Thank you everyone for coming out. The board needs to step back and let staff do their jobs. I have overheard younger people calling Coopersville "hip".

Board Member Kelly: Rebecca is doing a great job. I think every good board needs to have strong conversations like we had tonight.

Board Member Luther: I can tell a big difference between now and when I first started in regard to what is happening downtown and on the DDA board. Starting anything new is hard and we need to work at it. Offered to help John Hubert with his business. Discussed the current attendance policy and some members who never attend the meeting.

Board Member Fynewever: I am really happy to see lots of people at this meeting. We have a lot of work ahead of us.

Chairman Veldman: I appreciate all the guests and different perspectives tonight. There will be a joint executive committee group between the DDA and the Chamber meeting soon to discuss their joint agreement.

Adjournment

Motion by Board Member Buth with support from Board Member Fynewever to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 6:35 P.M.

Chairman Ron Veldman