

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

September 14, 2021

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

Roll Call

Present:

Board Member Kelly	Board Member Dykstra
Board Member Karasinski	Board Member Noel
Board Member Luther	Board Member Grossenbacher
Board Member Ver Berkmoes	Chairman Veldman
Board Member Fyneweaver	Chairman Pro Tempore Slater
Board Member Buth	City Manager/DDA Director Dennis Luce

Absent:

Board Member Du Pilka

Additions/Corrections to Agenda

Motion by Board Member Ver Berkmoes with support by Board member Noel to add item 7.F. to the Petitions and Communications, Garbage Rate-Zulzelski. Motion carried unanimously.

Minutes

Motion by Board Member Noel with support from Board Member Grossenbacher to approve the meeting minutes of August 10, 2021, with the following corrections: *Board Member Karasinski's comments was moved from Citizen's Input and Suggestions to Board Member's Comments and one spelling correction was made to the word "need" in a comment made by Board Member Slater on page 2 of the minutes. Motion carried unanimously.*

Citizen Input and Suggestions

Katie Weis, of Green Brick Boutique requested a marketing sponsorship from the DDA for the 3rd Annual Deer Widow Event to be held on November 6, 2021, from 11:00 A.M. to 3:00 P.M. Ms. Weis informed the Board that there will be a "Maker's Market", passports to visit all businesses, live music on Main Street, signage, and freebies. Ms. Weis stated that the freebies are always a big draw to the event. Ms. Weis stated that she will have the business names printed on all marketing materials. The Participants of the Makers Market will donate \$30.00 each.

Justin Willison, of Spring Lake Bridal stated that he hopes the DDA supports Katie Weis' "3rd Annual Deer Widow's Event." Mr. Willison stated that he didn't realize there was a process in place for obtaining support or grants from the DDA for events and he suggested that more information on the process could be placed on the DDA website. Mr. Willison also suggested that the meeting agendas be placed on the DDA website prior to the meetings also.

Public Hearings NONE

Petitions & Communications

Motion by Board Member Kelly with support by Board Member Luther to grant a sponsorship of \$300.00 to the "3rd Annual Deer Widow's Event for marketing purposes. Motion carried unanimously.

DDA Director Dennis Luce updated the Board on the North DDA Parking Lot Rehabilitation. Director Luce informed the Board that the total cost of the project came in \$13,752.50 over budget. DPW Supervisor Bryan Buist explained to the Board that there was six (6) inches of millings not four (4) inches which required more aggregate. Mr. Buist stated that while he was disappointed that the project came in over budget, thus this is the reason for the added line item. Mr. Buist informed the Board that the irrigation was in place and the landscaping will be completed next spring.

Director Dennis Luce informed the Board that Bigelow Outdoor Services advised the City Staff that they are unable to fulfill this year's snowplowing contract with the DDA due to staffing issues. Director Luce provided a copy of the contract to the Board Members for their review, for them to determine if the expectations and parameters for snow removable are achievable. Director Luce stated that the Board may want to consider changing the requirements on the accumulation of inches of snow we would receive which would trigger the requirement for plowing. Director Luce suggested changing it to two (2) or three (3) inches.

DPW Supervisor, Bryan Buist stated that he believes we are expecting too much from the snowplowing Contractor's. Mr. Buist stated that the clearing of sidewalks and the removal of the snow is a deterrent. Mr. Buist stated that the DPW will do the snow removal. Mr. Buist stated that the last time this was put out for bids we only received one (1) bid, and it is getting late in the season now to find someone to plow. Mr. Buist suggested that the standard trigger for plowing should be set at two (2) to four (4) inches of snow, and if need be, the DPW could run the loader down through Main Street in between times. Board Member Schmidt asked if there was a local contractor available to plow? Mr. Buist stated that there was a possibility of one being available.

Discussion was held on having the business owners keep the sidewalks clear in front of their businesses. Board Member Noel stated that while this is a great idea he has concerns about the areas of sidewalks in front of the businesses or buildings that owners are rarely at. Board Member Karasinski stated that many businesses don't ever shovel. Board Member Buth stated that all businesses could make an effort on keeping the sidewalks clear and that she feels that a two (2) inch trigger is acceptable.

Discussion was held on what type of equipment is being used or will be required to have. DPW Supervisor Bryan Buist stated that the contractors usually use a skid steer, sidewalk machines, V-plows, and regular plow trucks. Mr. Buist stated that they won't require all this equipment in the RFP due to the timing of finding someone this late in the season.

Board Member Grossenbacher suggested doubling the trigger (number of inches of snow) and maybe there will be a good chance we can find someone to plow this year.

The Board gave DPW Supervisor Bryan Buist direction to change and submit in the RFP, the night-time plowing trigger to two (2) inches and the contractor clears the sidewalks, and four (4) inches of snow for daytime plowing and the business owners will keep the sidewalks clear during the day.

Discussion was held on the DDA Coordinator position. Director Dennis Luce provided the Board with a job description to review. Director Luce stated that this would be a DDA position only.

Petitions & Communications continued

Director Luce reminded the Board that the DDA cannot hold events. Events will be held by the Chamber of Commerce. Director Luce informed the Board that the Rotary Club is interested in sponsoring some concerts on Main Street next year.

Board Member Slater stated that the DDA Coordinator position should have a “marketing focus.”

Board Member Butth why the job title was being changed to Coordinator when it has always been Marketing Director? Director Luce stated that it is not a good idea to have two (2) Director titles. Director Luce stated further that all of this does not need to be finalized today. He suggested that the Board Members review the proposed job description, and they will revisit the discussion in October.

Board Member Dykstra asked if the position would be combined with the Chamber Director’s position? Director Luce stated that he met with Kari Fuller from the Chamber today and they have agreed that maybe they could revisit future but for now this will only be a DDA position.

Chairman Veldman requested that the Board Members review the proposed job description that was presented and email their input to Director Luce by the end of September.

Discussion was held on the Bylaws. Bylaws Sub-committee Member Dykstra stated that the sub-committee has discussed the idea behind the Bylaws, and they have agreed to reach out to other DDA boards/committees to find out what is working and what isn’t working. The sub-committee requested that the Board Members review the Bylaws and to email their input to Director Luce by the end of September.

Discussion was held on the garbage rates that have been assessed to Greg Zuzelski over the past. Mr. Zuzelski stated that he was assessed for two (2) garbage rates for several years, but he only has one business. Director Luce informed Mr. Zuzelski that his balance due for last year has been taken care of and that next year he will only be assessed for one garbage rate. Mr. Zuzelski asked why he cannot be reimbursed for all the past years that he was assessed for two (2) garbage rates? Director Luce told Mr. Zuzelski that they cannot go back and reimburse him for all those past years and that he should have brought the issue to the Board much sooner than he did. Board Member Slater stated that he was also assessed two (2) garbage rates and he only had one (1) business, but it was the best estimate by the Board at the time. Board Member Luther stated that the Board cannot go back and reassess everyone now.

DDA Information Packet

Motion by Board Member Butth with support by Board Member Kelly to receive and file the DDA Information Packet. Motion carried unanimously.

Citizen’s Input and Suggestions NONE

City Manager/DDA Director’s Report

City Manager/DDA Director Dennis Luce informed the Board that there is a water leak under the concrete in the new Walk-thru Park. They are hopeful that they can bore a new line in without tearing up the concrete.

They Rotary Club may be willing to sponsor some Music on Main Concerts next year, but they do not want to step on anyone’s toes. They welcome anyone to assist them.

City Manager/DDA Director's Report

Director Luce informed the Board that the city needs to pay close attention to the Ordinance for alcohol on Main Street. Alcohol cannot be in the streets. Only in the designated areas. Director Luce stated that he has been gaining complaints on this. Director Luce also stated that although it is not a problem to close roads for events down-town we need to utilize the Pocket Park and the Pavilions as these areas were designed for such uses as concerts and events.

Director Luce updated the Board on the Façade Grants. Director Luce stated that the budget is tight, and the grants somehow lined up in the middle of the budget year. Maybe in March or April of 2022 the Façade Grant Applications will be available so that they can be awarded at the beginning of the budget year which is July 1st. This lines up with the budgets.

Board Member & Chairman Veldman's Comments

Board Member Ver Berkmoes - LeAnn from the Museum and Jan Ver Berkmoes will be doing The Scarecrows on Main Street event beginning October 1st. Businesses, Families, Kids, or anyone can do it. This is being done to collect food and donations for Coopersville Cares. People will vote on the scarecrows by donating food. She also thought the concerts were great and was disappointed that Bigelow's cannot fulfill their contract.

Board member Buth – Sue asked if the Splash Pad was repaired. DPW Supervisor Bryan Buist informed her that the parts were sent to us, and they were damaged, so we had to send them back. They are still trying to track down where the replacement parts for those parts are. Sue inquired about the fireplace in the Walk-thru Park. Bryan Buist stated that Van Kempen Electric will be installing a starter button on the fireplace. Sue stated that DDA Maintenance Personnel, Greg Van Weelde did an amazing job on all the flowers downtown this summer and she asked that Bryan Buist relay the compliment to Greg.

Board Member Dykstra-Noticed there is damage to the grease pit barrier in the North DDA Parking Lot and inquired as to who will repair this.

Board Member Buth – Asked why we don't place barrier post around the trash barriers. DPW Supervisor Bryan Buist stated that they would not be able to install gates on them if the put post around them.

Board Member Karasinski - Stated that gates on the trash barriers are going to be a logistic nightmare. He said he has talked to every business owner on the north side of Main Street, and no one wants gates installed as they will need keys to open them every-time, the locks will freeze up in the wintertime, and he also spoke with Republic Services, and they do not want to see gates on the trash barriers either. He stated that the gates are a waste of money.

Board Member Slater – Inquired about a camera at the Walk-thru Park. Director Luce stated that a trail camera has been placed there. Board Member Slater stated that the flowers downtown is beautiful but some of the flowers are blocking the "No Vandalism" sign. DPW Bryan Buist also updated Board Member Slater on the light pole project behind his building.

Board Member Fynewever – Thanked the DPW for all they do, stating further that they all do a great job. Board Member Fynewever stated that the DPW should only shovel the sidewalks on Main Street one time.

Adjournment

Motion by Board Member Dykstra with support from Board Member Fynewever to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 6:17 P.M.

