

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

**October 12, 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 Du Pilka	Board Member Noel
Board Member Luther	Board Member Grossenbacher
Board Member Ver Berkmoes	Chairman Pro Tempore Slater
Board Member Fyneweaver	Chairman Veldman
Board Member Buth	City Manager/DDA Director Dennis Luce

**Absent:** Board Member Karasinski

Motion by Board Member Du Pilka with support by Board Member Ver Berkmoes to excuse the absence of Board Member Karasinski. Motion carried unanimously.

**Additions/Corrections to Agenda** NONE

**Minutes**

Motion by Board Member Buth with support from Board Member Kelly to approve the meeting minutes of September 14, 2021, as written and presented. Motion carried unanimously.

**Citizen Input and Suggestions** NONE

**Public Hearings** NONE

**Petitions & Communications**

Discussion was held on the DDA By-Laws, and the recommendations made by the Sub-Committee. Recommendations were made to reduce the amount of Board Members from twelve (12) to ten (10) members. Board Member and Sub-Committee Member Dykstra reported that other municipalities our size have a lesser number of members on their DDA Boards. The reduction in the number of members would be through attrition or a voluntary resignation. After a show of hands, it was decided to keep the amount of Board Members at twelve (12).

Several statutory changes to the By-Laws were proposed. DDA Director Dennis Luce stated that many of the proposed changes were made because the practices noted in the By-Laws have never been adhered to and/or the practices were not applicable to the Boards process.

Board Members were all in agreement with the proposed changes to the By-Laws. (A copy of the proposed changes is attached to these minutes). DDA Director Dennis Luce informed the Board that he will amend the By-Laws as proposed and present them to the City Council for final approval.

Discussion was held on the proposed job description and posting to hire a DDA Marketing and Economical Development Administrator. This will be a part-time position, working between 18-20 hours per week.

### **Petitions & Communications continued**

Board Member Buth suggested the possibility of hiring an Intern or checking with GVSU to see if they possibly have someone in their pool of Interns.

DDA Director Dennis Luce asked for a few volunteers to form a Sub-Committee to assist him with the interviewing process. Sub-Committee Members will be Board Members Buth, Noel, and Grossenbacher.

DDA Director Dennis Luce informed the Board that he will post the position by the end of this week and will run the posting through mid-November, with the hopes having the position filled by the December DDA meeting.

### **DDA Information Packet**

Motion by Board Member Dykstra with support by Board Member Ver Berkmoes to receive and file the DDA Information Packet. Motion carried unanimously.

### **Citizen's Input and Suggestions**

Justin Willison of Spring Lake Bridal addressed the Board stating that he watches what other communities DDA Boards do, and he likes the idea of hiring an Intern, but the Intern needs to be an Assistant to the Administrative person they hire. The person they hire for the administrative position needs to have connections/established connections. Mr. Willison stated that he hopes the Board interviews more than one person unlike what the Council did when they interviewed and hired Dennis Luce for the City Manager's position. Mr. Willison stated that he doesn't have anything against Dennis, but that process is the talk of several surrounding municipalities. Mr. Willison also added that he is glad that the Board voted against the change in number of DDA Board Members.

### **City Manager/DDA Director's Report**

**City Manager/DDA Director Dennis Luce reported on the following items:**

- *The Christmas Parade will be on December 3, 2021. The parade will start at the school and end on Main Street. They will be using the City Hall/former Fire Department garage for Santa*
- *Pumpkins for the Pumpkin Train are on the Splash Pad in the Pocket Park*
- *The part for the Splash Pad is in and will be installed to make sure it works before the Splash Pad is winterized*
- *Two (2) bids for snowplowing have been submitted*

### **Board Member & Chairman Veldman's Comments**

#### **Board Member Du Pilka:**

Likes the pumpkins on the Splash Pad. Thanked the City for allowing them to place them there  
Thinks the Internship for the Administrative Position is a good idea  
Thanked the Sub-Committee for their work on the by-laws

#### **Board Member Buth:**

Her façade restoration project is almost completed. Requested good visual signs be made for the façade recipients stating that this is a DDA Project etc.

#### **Board Member Dykstra:**

Thanked her cohorts for the work done on the by-laws by the Sub-Committee

#### **Board Member Kelly:**

Agrees that signage for the façade grant projects is needed

**Board Member & Chairman Veldman's Comments continued**

**Board Member Luther:**

Loves the citizen input from Justin Willison. Good to have someone paying attention to what the Board is doing.

**Board Member Grossenbacher:**

Thanked the Sub-Committees for the by-laws and for the DDA Marketing Administrative Position

**Chairman Veldman:**

Expressed his sincere sympathy to the families of Ellen Berends and Paul Spoelman

**Adjournment**

Motion by Board Member Slater with support from Board Member Luther to adjourn the meeting.

Motion passed unanimously. Meeting adjourned at 5:51 P.M.

---

Chairman, Ron Veldman