

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

**April 12, 2022**

Board Chairman Veldman called the meeting to order at 5:14 P.M.

**Roll Call**

**Present:**

Board Member Dykstra	Board Member Slater
Board Member Karasinski	Board Member Kelly
Board Member Ver Berkmoes	Board Member Grossenbacher
Board Member Du Pilka	Board Member Gerard
Board Member Buth	Board Member Noel
Chairman Veldman	DDA Marketing & Economic Administrator Kate Terpstra
City Manager/DDA Director Dennis Luce	

**Absent:** Board Member Luther

Motion by Board Member Buth with support by Board Member Grossenbacher to excuse the absence of Board Member Luther. Motion carried unanimously.

**Additions/Corrections to Agenda**

None

**Minutes**

Motion by Board Member Slater with support from Board Member Ver Berkmoes to approve the meeting minutes of March 8, 2022 as written and presented. Motion carried unanimously.

**Citizen Input and Suggestions**

None

**Public Hearings**

None

**Petitions & Communications**

7.A – DDA Board was presented with the Façade Grant Application from the Façade Grant Subcommittee for approval. Reimbursement request due June 30, 2022 was added to the application. Sub-Committee suggested Staff hand deliver to zones C1 and C2, DDA Director Luce feels they should not be hand delivered, because it would only be to a portion of the DDA District, not the entire district. Chairman Veldman wanted to verify the C1 & C2 Zones, Staff responded that it is the downtown corridor and the East end of Randall businesses. Board Member Buth suggests that the application states the work should be done by licensed contractors. Board Member DuPilka suggested that not always is a licensed contractor available for certain type of work. Board Member Grossenbacher stated this may be something the Sub-Committee verifies in the application process, Staff agreed with Board Member Grossenbacher. Board Member Buth questioned what happens if the grant awarded is not

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used, and suggested if it's not used by a certain time could we award that to another applicant. Staff replied that they have until the end of the fiscal year to use their grant and turn in the required documentation. Board Member DuPilka stated that as long as the applicant keeps the Board apprised of their status, he also recommended that we add a line that states if the grant is not used the applicant will not be allowed to receive a grant from the Façade Grants for 5 years. Board Member Buth asked how we can enforce that good craftsmanship is actually being put toward the work and that it will be lasting. Staff responded that it would be up to the Sub-Committee to thoroughly review all applications. Board Member Ver Berkmoes asked what the amounts being given out were. Staff responded that the Sub-Committee plans to figure that out per application. Motion was made by Board Member DuPilka to approve application with changes made to the Rights Reserved and Disbursement of Funding. Board Member Noel seconds the motion. Motion carries unanimously.

7.B. – DDA Board was presented with a Marketing and Management Plan for a Discover Coopersville Social District to be managed by the DDA Board for the City of Coopersville. Staff reviewed Social District information from the packet and recommended Noon to 9pm Daily for the Hours. Chairman Veldman inquired on the costs this would add to the DDA. Staff responded added expenses of the Social District stickers, signage, and trash receptacles. Board Member Ver Berkmoes suggested a later time than 9pm, especially with Music on Main and other events. Staff gave information about the current City Ordinance allowing alcohol beverages in the Pocket Park, Walk-Through Park and Pavilion. Board Member Kelly inquired on the ordinance time and days for the parks. Staff responded that there are no day and times posted and explained the ordinance. Board Member DuPilka inquired if this was both sides of Main Street or only one. Staff responded it is both sides from Eastmanville to Church Street. Board Member DuPilka recommends the board sees this as an experiment and if it doesn't work, they can remove it, he would also like to see more recycling options in these areas. Board Member Slater is bothered by the Noon to 9pm time and suggests that time is used for family at those parks and suggests it be later. Board Member Buth inquires if this suggests we are encouraging more alcohol consumption in the area and wonders if we have enough police staff to monitor and stated that it is already very loud on Main Street after 10pm with no Social District. DDA Director Luce stated he sees responsible adults making use of this area with the ordinance already there and not having a problem currently. Board Member Noel recommends a 10pm cut off time which makes it a little easier for events happening, and that's when you see them really clear out. DDA Director Luce stated it will just take a lot of educating people, so they understand the rules. Board Member Grossenbacher motion to Adopt the Marketing and Management plan with the times of Noon to 10pm Daily and be presented to the City Council for Resolution. Board Member Kelly seconds the motion. Motion carries. Board Member Slater opposes the motion.

7.C – Staff presented the DDA Board with 2 options for to adopt a new logo that streamlines the Discover Coopersville and Coopersville Downtown Development Authority. Board Member Slater and Board Member Dykstra both like top lettering with the clock added and the line removed. Board Member Buth stated the Downtown word is too pronounced. Board Member DuPilka motioned to adopt the logo with the changes suggested. Board Member Dykstra seconds the motion. Motion carries unanimously.

**DDA Information Packet**

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

**Citizen's Input and Suggestions**

None

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

None

**DDA Marketing & Economic Administrator Comments:**

- MDA Importance of TIF is in the packet for the board to review
- Adopt a Pot Program for the large planters on Main Street flier in packet – to recover some of the cost of these planters
- Consumers Energy Press Release and copy of what was submitted is in the packet. Coopersville is in the top 10 and will be presenting for a panel of judges in May at a conference.
- Music on Main DRAFT flier in packet, some changes need to be made, DDA is hosting this event, Coopersville Rotary sponsoring the event and Coopersville Chamber to sponsor a band. Staff asks that all Board Members put the dates on the calendar and recommends you attend/help for at least one evening.

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

None

**Board Member Dupilka**

Thanked Staff Member Terpstra for all her work.

**Board Member Dykstra**

Thanked Staff Member Terpstra for her preparedness at the meeting and her hard work on the façade grant committee along with the rest of the sub-committee.

**Board Member Grossenbacher**

Thanks Staff Member Terpstra for all her hard work.

**Adjournment**

Motion by Board Member Slater with support from Board Member Ver Berkmoes to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 6:17pm.

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Chairman, Ron Veldman