

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

January 11, 2022

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

Roll Call

Present:

Board Member Kelly	Board Member Buth
Board Member Karasinski	Board Member Noel
Board Member Luther	Board Member Grossenbacher
Board Member Ver Berkmoes	Board Member Gerard
Chairman Veldman	
City Manager/DDA Director Dennis Luce	

Absent: Board Member Slater, Board Member Du Pilka and Board Member Dykstra

Motion by Board Member Buth with support by Board Member Gerard to excuse the absence of Board Member DuPilka, Board Member Dykstra and Board member Slater. Motion carried unanimously.

Additions/Corrections to Agenda None

Minutes

Motion by Board Member Noel with support from Board Member Luther to approve the meeting minutes of November 9, 2021, as written and presented. Motion carried unanimously.

Citizen Input and Suggestions

Lee Ann Proia would like to see the Music on Main Street events continue this year and would like to see all of the organizations, businesses and residents of the community work together to create a safe, fun and positive summer.

Katie from the Green Brick Boutique recommends that the Food Truck Ordinance be reviewed. She stated with the current ordinance it is very difficult to bring a food truck to a business and they do attract people to our businesses.

Public Hearings

City / DDA Treasurer Keri Rogers presented an overview of the DDA Budget.

- Shared the DDA District property guidelines that were put into place in 1990
- Explained where the revenues come from; captured property taxes, service fees are the dumpster fees from the North DDA lot the businesses pay to use, Interest is from the funds in the bank, Misc. funds were from the Chamber paying us for Rebecca's position and insurance claims that were paid
- Expenditures explained in detail. Reference the report from the meeting packet. Capital spending was from the North DDA Parking lot, the Façade Grants, the deck projects and the lighting pole.
- She recommended the DDA Board decides on a Fund Balance that remains in the account.

Petitions & Communications

Discussion was held on the One Board Member, Executive Committee Appointment. Board Member Noel asked for an explanation on what this position entails. DDA Director/City manager Luce explained that members of the committee are involved in the ad hoc committees, regular communication with DDA Director and DDA Administrator. Also, assists with carrying out various duties of the DDA. Will also run the meeting if the Chairman or Co-Chair are absent.

Motion by Board Member Karasinski with support by Board Member Grossenbacher to appoint Board Member Noel to the Executive Committee through June 30, 2022. Motion carried unanimously.

Discussion was held on applying for the Engaged Level of Michigan Main Streets. Board Member Kelly inquired if this was something that fits with the size of our community. DDA Administrator Terpstra responded that communities of all sizes throughout Michigan are working with this program. Board Member Karasinski inquired if we would be taking the Chambers website away from them. DDA Administrator Terpstra responded we would be acquiring the domain name back to the DDA, and the Chamber will use a different domain name, but they could keep what they have created for a member site.

Motion by Board Member Buth with support from Board Member Grossenbacher to apply and continue with the process. Motion carried unanimously.

Discussion was held on the Façade Grants. DDA Director / City Manager Luce recommends establishing a fund balance policy that would guide expenditures such as the façade grant during the budget process and explained that the structure of applying and awarding façade grants should be reviewed and edited. Board Member Noel recommends that we not budget as much for the next year. Board Member Grossenbacher stated that we are already over budget for this year. Board Member Luther stated that events and façade grants are very important to keep in our budget. Board Member Kelly and Board Member Karasinski stated that we are not an event board. Board Member Buth suggests that businesses that benefit should step up more to the events. Board Member Noel agreed that money was budgeted but the parameters of it were not clear. Board Member Karasinski would like the Façade Grants to be made available to the entire DDA District. Chairman Veldman suggests this process moves quickly for construction season. Board Member Grossenbacher verified that the committee would start in the spring of this year (2022). City/DDA Treasurer Rogers recommends an annual decision for Façade Grants based on the funds balance. Board Member Buth stated that we need to be more aware of what we are doing with our city and have better rules and formats to follow. Chairman Veldman agrees we need to look at the big picture.

Discussion was held on the Coopersville Area District Library Generator Service Request. The CADL Librarian asked the DDA to partner with the CADL to cover all or a portion of the annual maintenance costs of the generator. Board Member Buth stated that her and Chairman Veldman were on the board when this was initially done in 2017 because the board wanted to see the library being used as a community shelter in times of need and she doesn't see that happening right now. Board Member Kelly inquired if we agreed to maintenance at that time. DDA Director/City Manager Luce stated there is no contract between the CADL and the DDA indicating that. Board Member VerBerkmoes stated that we aren't capturing the libraries tax funds any longer. Board Member Noel with support from Board Member Luther to deny this request. Motion carried unanimously.

DDA Information Packet

Motion by Board Member Grossenbacher with support by Board Member Noel 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 reported on the following items:

- The lines of communication with the board and businesses of the DDA District are always open between them and the DDA Director and the DDA Administrator. We are here to work together.
- Stated that everyone needs to remember to treat each other with respect. Stated we don't always have to agree with one another but respect each other's opinion.
- Stated there is an expectation that their employees are treated well by customers as it is expected that City Staff are also treated fairly and spoken to without vulgar language, as it is not acceptable.

DDA Marketing & Economic Administrator Comments: None

Board Member & Chairman Veldman's Comments

Board Member Karasinski

- Read a note from a citizen that stated they requested the DDA Meeting Agendas be posted online before the meetings.

Board Member Kelly:

- Thanked City/DDA Treasurer Rogers for the budget review.

Board Member Buth:

- Would like to see the Food Truck Ordinance reviewed as well. She spoke with Kim from the City for explanation and because of the distance and housing mentioned in the ordinance no food trucks would be allowed on Main Street at any time.
- She hopes the new businesses in town will be given love and positive energy to succeed and suggests we all work together to make them feel included.
- Would like to see an electric car charging station in the downtown area and spoke with DDA Administrator Terpstra about looking into speaking with Consumers Energy about this.

Chairman Veldman:

- Welcomed the new DDA Administrator Terpstra.
- Thanked all the board members in attendance for a good meeting.

Adjournment

Motion by Board Member Buth with support from Board Member Noel to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 6:25 P.M.

Chairman, Ron Veldman