

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

October 11, 2022

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

Roll Call

Present:

Board Member Slater
Board Member Karasinski Board Member Kelly
Board Member Luther Board Member Grossenbacher
Board Member DuPilka Board Member Gerard
Board Member Noel
Chairman Veldman DDA Admin Kate Terpstra
City Manager/DDA Director Dennis Luce

Absent: Board Member Dupilka, Board Member Slater, Board Member Dykstra
Motion to excuse by Board Member Buth with support from Board Member VerBerkmoes. Motion carried unanimously.

Additions/Corrections to Agenda

Amendment to add Deer Widow Sponsorship to Number 7. C.
Motion to accept by Board Member Kelly with support from Board Member Grossenbacher. Motion carried unanimously.

Minutes

Motion by Board Member Kelly support from Board Member Grossenbacher to approve the meeting minutes of September 13, 2022, as written and presented. Motion carried unanimously.

Citizen Input and Suggestions

Katie Weiss, owner of the Green Brick Boutique, would like to ask the Board for their support and sponsorship of the November 5, Deer Widow event she puts together with the business owners on Main Street.
Justin Willison, owner of Spring Lake Bridal, wanted to let the Board know about the possibility of the Coopersville Chamber of Commerce closing and questioned what would happen for the businesses in Coopersville now. He stated he's met with Spring Lake Area Chamber and Allendale Chamber of Commerce, and both allow businesses of Coopersville to join their Chambers to receive the businesses benefits offered to Chamber members.

Public Hearings

None

Petitions & Communications

7. The Discover Coopersville Social District is officially open and for usage. DDA Director Luce stated he advised the Sherriff's Department that it is open for business. Chairman Veldman asked for a reminder of what the costs are that the DDA may incur for the Social District. Staff said they are minimal, nothing for policing or usage. Board Member Noel asked if there was an annual fee to reapply, staff stated there was not. This was a one-time license

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needed to obtain and are now covered. Board Member Buth asked if you could drink in the parking lots behind the businesses. Staff replied no, only in the designated areas of the map. Board Member Gerard asked if it got out of hand for some reason can the City Council shut it down. Staff replied, yes.

7. B. Several Updates were given on the North Bank Trail.

- \$4500 was raised at the September 22 Fundraiser.
- Did not get the \$5000 Michigan Bridge Builders Grant.
- North Bank Community Fund awarded the City of Coopersville \$10,000 grant.
- Safe Routes to School Project started.
- Prein and Newhof providing us with preliminary engineering quote.
- Staff will be meeting with State Trail Coordinator in late October.

Board Member Luce added that the Wastewater Pipeline has passed the beginning stages to receive \$60 Million, which would benefit the trail because the trail would be placed on top of or next to the pipeline from 64th avenue to 80th avenue in Coopersville.

7. C. The Green Brick Boutique puts together Deer Widow Day for the business owners of Main Street. They are requesting a sponsorship to put toward the cost of the event. Board Member Grossenbacher motioned to sponsor with at least the same amount as last year of \$300. Board Member Kelly questioned when we approve sponsorships what line item that comes out of. Director Luce stated likely the miscellaneous line. Board Member Karasinski questioned why Coopersville Brewing couldn't bring beer for the event if the other shops offer free drinks during the event. Staff responded they would have to look into this. Board Member Grossenbacher stated it was a different license the brewery would have to obtain. Board Member Buth stated that any time and owner wants to put on an event like Deer Widow we should give them credit for trying to bring more to the community. Board Member Karasinski is in full support of Deer Widows event. Board Member Luther agrees to support, it is an inexpensive way to bring people downtown. Board Member Gerard suggests a sponsorship of \$350 due to inflation. Board Member Kelly seconds the motion to approve Sponsorship at \$350. Motion passes unanimously.

DDA Information Packet

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

Citizen's Input and Suggestions

None

City Manager/DDA Director's Report

- Recommends that businesses check with legal counsel before serving beverages at events as to not jeopardize our social district.
- The Christmas lights on top of the Downtown Businesses have all been replaced, except 327 Pizza and Pub which will be having a new roof put on and then the new lights.
- The Christmas Parade will be held Friday December 2 with the Community Tree Lighting beginning at 6pm.

DDA Marketing & Economic Administrator Comments:

- Notified the Board that the Chamber has dissolved and is working through the legalities at this point.
- October 29 is trunk or treating in a few locations.

Board Member Ver Berkmoes

Trick or Treat signs available for Halloween, October 31. She will have her hours set for 4-6pm. She discussed with staff to setup in the pocket park a donuts and cider spot with photo option and some other fun stuff. She is also looking forward to Deer Widows Day. She also added comments during Board Member Luther speaking that we used to have a strong downtown group. She doesn't like to see just one group making everything happen.

Board Member Grossenbacher

Stated he was part of the subcommittee to rebuild the Chamber and DDA together a while back and it seemed there wasn't a strong Chamber at that point. Now that the DDA is becoming stronger, and the Coopersville Rotary is now a stronger group he feels like more should happen. He stated that the Board needs to decide if they want to be a policy board or a doer board that gets things done. He also stated a new entity or business center may be an option.

Board member Luther

Questioned bringing back outhouse races. He also stated that we should become a sort of quasi chamber and questioned how that would look.

Adjournment Motion by Board Member Buth with support from Board Member Gerard to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 5:59pm.

Chairman, Ron Veldman