

CITY OF COOPERSVILLE
REGULAR DOWNTOWN DEVELOPMENT AUTHORITY MEETING
Coopersville City Hall; 289 Danforth Street, Coopersville, Michigan
FEBRUARY 9, 2010

Chairman Koch called the meeting to order at 5:21 P.M.

Present:

Board member Courtade
Board member Du Pilka
Board member Slater*

Board member Veldman
Board member Verseput
Chairman Koch

Absent:

Board member Hanenburg
Board member O'Dea
Board member Reeves

Board member Schmidt
Board member Spoelman

*Board member Slater arrived at 5:30 P.M. making a quorum.

Board member Veldman moved to approve the agenda as presented. Board member Verseput supported, motion carried unanimously.

Board member Courtade moved to approve the minutes of the regular DDA board meeting of November 10, 2009 with one change. Board member Veldman seconded, motion carried unanimously.

Board member Du Pilka moved to approve the minutes of the special joint board meeting of December 7, 2009. Board member Verseput seconded, motion carried unanimously.

Chairman Koch reported that the performance review for Marketing Director Cindy Timmerman has been completed, and that Board member Verseput has provided a good start for a job description for her position.

Review and discussion commenced on the second quarter 2009–2010 budget.

Director Patrick began the discussion on the 2010–2011 budget noting that the city council had held a preliminary budget workshop the previous evening. He also noted that one bond would be paid off in 2011 which would help. He reported that at the recent Michigan Municipal League conference he found other communities that had DDAs with IFT's (Industrial Facilities Tax abatements) creating negative numbers. He

indicated that either he or Treasurer Keri Rogers would find out whether our DDA district could be reduced to better impact the numbers.

Discussion ensued regarding economic development, and ideas that would favorably encourage new business in Coopersville, e.g., a business incubator or perhaps a committee that could help shepherd start-ups from home or garage based operations to growth-mode expansions. Different concerns mentioned included the need for the board remaining focused on the medical mile as being a better use of the board's time, and the need for balance regarding the depth of involvement. Chairman Koch will receive names for a possible committee for further discussion at the next meeting.

Director Patrick reported that the request for proposals for downtown maintenance was not complete.

Board member Courtade moved to receive and file the information packet which consists of: *Grand Rapids Press* articles, 10/26/09 "Critics charge West Randall Street approved by Coopersville board will add to maintenance costs" and 1/4/10 "Coopersville clerk hired to replace Plainfield Township deputy clerk;" *Grand Rapids Business Journal* articles, 12/21/09 "Four projects seek stimulus bond funds in Ottawa County: Heavy weight match pits Grand Haven vs. Coopersville," 1/4/10 "Area cities' property values dip," "Exports from Michigan rose 5 percent in October," 1/11/10 "Kentwood at a 'critical juncture';" *MiBiz/Economic Development* 1/4/10 article, "Coming year will be pivotal for Michigan's Future;" City Council meeting minutes of 11/9/09, 11/23/09, 1/11/10, and draft 1/25/10; permits issued for November, December, and January; and the DDA Sign Policy. Board member Slater seconded, motion carried unanimously.

Chairman Koch opened the floor for public comments. Mark Douglas, 157 Madison, spoke of prompting Main Street merchants for their involvement in a "first Fridays" type promotion, acknowledging that it needed to be a 'grassroots' effort.

Director Patrick reported that there were four projects competing for \$31M in stimulus funds available through Ottawa County, and that several from Coopersville attended the Ottawa County Board of Commissioners meeting to support Continental Dairy/CS Facilities bid for the bond money.

Marketing Director Timmerman reported:

- on the tour at Grand Rapids Community College courtesy of Diane Patrick;
- that our DDA needs to focus its branding effort;
- how the Chamber of Commerce's Strategic Planning group is 'passing the baton' to local groups for its festival involvement; and

- a survey is being conducted to determine the best time and day of the week to hold the farmers' market.

Board member Courtade moved to adjourn the meeting. Board member Slater seconded, motion carried unanimously.

The meeting adjourned at 6:31 P.M.

Chairman Koch