

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

October 13, 2020

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

Swearing in Board Member Luther

City Manager Jonathan Seyferth swore in Board Member Jordan Luther

Roll Call

Present:

Board Member Slater	Board Member Ver Berkmoes
Board Member Buth	Board Member Grossenbacher
Board Member Noel	Board Member Koch
Board Member Dykstra	Board Member Fynewever
Board Member Luther	Chairman Veldman
Ex-Officio Member Seyferth	

Absent:

Board Members Du Pilka & Kelly

Motion by Board Member Buth with second from Board Member Ver Berkmoes to excuse Board Member Kelly. Motion passed unanimously.

Agenda

Motion by Board Member Buth with second by Board Member Grossenbacher to accept the Agenda. Motion passed unanimously.

Minutes

Motion by Board Member Buth with Support from Board Member Koch to approve the meeting minutes of September 15, 2020 as amended. Motion passed unanimously.

Citizen Input and Suggestions

None

Special Guest Katie Weis, Green Brick Boutique

Ms. Weis, owner of the Green Brick Boutique on Main Street gave an overview of his observations and experiences as a new business owner on Main Street in Coopersville.

Ms. Weis presented a Strengths, Weaknesses, Opportunities and Threat (SWOT) analysis of her first year in the downtown and made recommendations to the board/city on items she thought could be done to better partner between the DDA/City/Chamber and businesses

Slides of her presentation are attached for reference.

Petitions & Communications:

2021 Goals & Objectives and Board Expectations

Ex-officio Member Seyferth presented the document developed following board member feedback. It was his recommendation that the board formally adopt the goals, objectives and expectations document as presented. It was also staff's recommendation that this document be reviewed annually and to make any needed adjustments.

Board Member Dykstra had a question about how the board was defining "positive point of view." Staff noted this was more related to after decisions had been made and topics of the board were being discussed in public. This did not mean that during board meetings there couldn't be dissenting opinions or robust discussions – in fact in the board meetings in where those discussions should happen.

Motion by Board Member Slater with support from Board Member Grossenbacher to adopt the 2021 Goals & Objectives and Board Expectations as presented. Motion passed unanimously.

Snowplow Contract Award

Director Berends presented the results of the RFP and asked Bryan Buist, DPW Superintendent, to go over the contract.

Staff noted that there were two big changes from the last contract to this contract. 1. Daytime snow removal was requested and 2. The snow depth trigger was moved to 1 inch. With these changes only one bid was received, this is despite the contract being pushed out to nearly 40 contractors in three counties. Staff actively reached out attempting to get bids.

Board member Slater asked if this low number of bids received had to do with the changes and requirements in the request. Ex-officio Member Seyferth noted that was most likely the reason and these are very high expectations for snow removal.

Board member Buth asked about clearing of sidewalks during the day. Mr. Buist said it would happen this year per the contract, but that businesses would need to understand response times would be factored in and with a 1-inch trigger more could be on the ground before the shovels arrive.

It was also noted that business owners would be responsible for salting their sidewalks and it would still be helpful if business owners helped keep areas in front of their businesses clear.

Board Member Slater asked where there additional \$1,500 should come from in the DDA budget. Ex-officio Member Seyferth recommended it come from the fund reserve for now and see about an adjustment at another date.

Motion by Board Member Koch with support from Board Member Ver Berkmoes to approve the 2020-2022 snow removal contract with Bigelow Outdoor Services for \$34,500 annually and to amend the budget as required to cover the increase costs of \$1,500.

Pay Application 3 – Apex Construction, Walk Thru Park

Motion by Board Member Butch with Support from Board Member Grossenbacher to approve Pay Application 3 from Apex Construction. Motion passed unanimously.

Pay Application 4 – Apex Construction, Walk Thru Park

Board Member Ver Berkmoes asked what the target date for completion is on the park. Director Berends noted the contractor is about 3 days behind schedule. But, we're looking at mid-November as planned.

Motion by Board Member Slater with Support from Board Member Noel to approve Pay Application 4 from Apex Construction. Motion passed unanimously.

Change Order 1 – Apex Construction, Walk Thru Park

Some utilities had to be moved during the construction process. This was a net increase of \$323.00 in the project.

Motion by Board Member Koch with Support from Board Member Noel to approve Change Order 1 from Apex Construction. Motion passed unanimously.

Hiring Committee – Chamber/DDA Director Search

Chair Veldman gave an overview of the search process that will be in partnership with the Chamber for a new joint director and asked for two board volunteers to be part of that search and one alternate if needed.

Board Members Slater and Noel volunteered and Board Member Grossenbacher will be the alternate if needed.

Motion to appointed the two committee members as noted was made by Board Member Ver Berkmoes with support from Board Member Koch. Motion passed unanimously.

Committee Updates:

- a. Plan 2020 – Director Berends provided an update on the plan process. It's anticipated the public meeting, which is the next major step in this process, will happen in November or December. At this time the projects have been finalized and the document itself is being updated.
- b. Façade Grant – Information on the grant program was mailed out to property owners last week. In the first round of grants only businesses on Main Street and in the Mill/Randall area will be eligible. It's the committee's hope that in future rounds other areas of the DDA will be eligible. This is only to support rehab/remodel and is not for new construction. Only property owners are eligible to apply for the grant as only they can obtain construction permits for their property.

Budget Overview – Ex-officio Member Jonathan Seyferth

Ex-officio Member Seyferth in his capacity as DDA CEO and City Manager gave an overview of the DDA budget year to date (report date Aug. 31, 2020).

He noted there were no irregularities in the budget, and nothing jumped out as needing extended explanation other than explaining the status of the fund balance.

He noted that after the Walk Thru Park is complete and at the end of the Current Fiscal Year, the DDA will be on track to have about a 90% fund reserve (projected to be about \$374,000).

Because a majority of the Walk Thru Park work is happening in the current fiscal year and not over two fiscal years as originally planned there will be a budget amendment this year on that project. But, it is still on budget.

Board Member Slater asked if they could get this type of update quarterly. It's been noted for the future to have this happen in the future.

DDA Information Packet

Motion by Board Member Slater with a Second from Board Member Koch to receive and file the DDA Information Packet. Motion carried unanimously.

Citizen's Input and Suggestions

Special Speaker – Ed Hanenburg

Mr. Hanenburg helped to honor outgoing board member and former Board Chair, Bob Koch for his more than 30 years of service on the DDA Board. Mr. Hanenburg (a former DDA Board Member) noted a number of accomplishments of the DDA under the leadership of Chair Koch including:

- Extension of Main Street to 64th Ave.
- The North DDA Parking Lot
- O'Malley Drive
- The Farm Museum

Chair Veldman noted other accomplishments of Board Member Koch, including his 32 years as chair of the DDA and presented him with a plaque commemorating his time with the DDA.

Ex-officio Member Seyferth in his capacity as City Manager read a City Council Proclamation honoring Bob Koch for his service to the DDA and City.

Board Member Koch thanked everyone for their kind words and noted how important it is to give back to the community you live and/or work in. Keeping things local is the key to success. It not only helps to put down roots in the community, it helps to build good will and build business. As someone who was a transplant to Coopersville 50 years ago, those things helped the Koch family to become "locals" and resulted in a lifetime of rewards.

Director's Comments

Director Berends recognized Rebecca and welcomed her to the Chamber and noted Rebecca would be helping with DDA things as well.

It was noted the partnership between the Chamber/DDA would be known as Discover Coopersville to try and have a consistent branding and messaging and condensing the various platforms, websites, social media pages into one thing.

Provided an update on Holidays in Coopersville. There will be a tweaked Santa Parade this year, but Santa will be visiting all the neighborhoods in the City rather than a parade on Main Street. There will be window decorating contests on Main Street, and many more decorations than in the past.

There's a holiday advertising opportunity that Discover Coopersville has entered into with WZZM13 – businesses can piggyback off of this if they like. Coopersville will also have holiday advertising on cable channels, HGTV, Lifetime, and the Hallmark Channel.

The building lights on Main Street will get updated in October. String lights on trees and building lights will match better this year (in the past one was a soft white and the other a brighter white).

Need help identifying a community Christmas tree. We set the bar high last year and don't want to go back to a small tree in the Pocket Park.

This is Director Berends' last DDA meeting. She and her family will be moving to Northern Michigan because of her husband's job. The move is happening more quickly than originally anticipated.

She'll work with the Chamber/DDA and City Manager to help in placing the ad for the new director. That will go on the MML and MDA websites in addition to local postings too.

Board Member & Chairman Veldman's Comments

All board members thanked Bob Koch for his long service to the DDA.

Board Member Ver Berkmoes asked if planning for the Outhouse 500 could start. Staff indicated it wouldn't hurt to start that planning, but nothing could be guaranteed at this point.

Board Member Buth noted she appreciated the planning of the Outhouse 500 would be happening as all events are good for the downtown and key to a successful business community.

It was requested that the Mission Statement of the DDA be shared with everyone on the board as we have new board members and that could be a helpful bit of information in addition to the goals/objections the board agreed to today.

She thanked Katie Weis for coming in and sharing the experience of Green Brick and for her suggestions on opportunities the downtown has for success.

It's her hope the next DDA/Chamber director will have the social media skill sets to keep the community moving forward.

Board Member Slater thanked Katie Weis for coming in and presenting and noted that things in the downtown have to be driven by businesses just like hers.

Board Member Luther thanked the DDA for inviting him to be a board member and he looks forward to serving

Adjournment

Motion by Board Member Koch with support from Board Member Fynewever to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 6:43 P.M.

Chairman Ron Veldman