

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

April 9, 2024

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

Roll Call

Present:

Chairman Veldman	Board Member Orent
Board Member Slater	Board Member Datema
Board Member Noel	Board Member Gerard
Board Member VerBerkmoes	
Board Member DuPilka	
City Manager/DDA Director Dennis Luce	
Staff - Terpstra	

Absent: Board Member Luther, Board Member Cooper

Motion by Board Member DuPilka with support by Board Member Gerard to excuse the absence of Board Member Cooper. Motion carried unanimously.

Additions/Corrections to Agenda

None

Minutes

Motion by Board Member DuPilka with support from Board Member Gerard to approve the meeting minutes of January 9, 2024 as written and presented. Motion carried unanimously.

Citizen Input and Suggestions

None

Public Hearings

None

Petitions & Communications

7.A – Coopersville Farm Museum requested a sponsorship of \$500 for the Quilt Walk and Quilt Show in August and September, funds to be used for marketing. Board Member Slater asked if there was money in the marketing budget for things of this nature and asked if we had come up with a policy or procedure for people to request funds. Director Luce stated that we don't necessarily want to entice people to ask us for money and will visit it on a case by case basis. Board Member Slater asked if there was a budget line item for this type of action. Board Member DuPilka asked if there were others we could expect to come forward requesting funds. Board Member Orent suggested a policy and guidelines written as to what would be accepted for us to sponsor. Discussion followed on the marketing budget and if this was included. Chairman Veldman stated this was to specifically discuss the request before us and asked for a motion. Board Member VerBerkmoes motioned to grant the

requested \$500 to the Coopersville Farm Museum, Board Member Gerard supported the motion. Motion Carried unanimously.

7.B – Attached to the meeting packet was information requested by the board about the equipment rental costs charged to the Downtown Development Authority by the City of Coopersville. Director Luce stated that the fees are used to cover the maintenance, fuel, insurance and other costs incurred and cities are required to charge rental fees. He also stated that the DDA could take ownership of the equipment and would then pay the fees associated with it. Board Member DuPilka stated that he checked with Allendale and they do not charge the DDA a rental fee and questioned the budget amounts and the expenditure because it didn't add up. Director Luce stated that villages and townships function different than a city and may have different requirements. Director Luce stated that he and staff would look into rental costs and what other cities do. Discussion ensued on high rental costs and questioned if it made sense to own the equipment. Discussion then began about the budget and the TIF capture. Board Member Slater stated that the cap on the tax capture doesn't help our budget. Board Member DuPilka stated that the city would make more overall if we remove the cap. Director Luce stated the city covers projects that are necessary. He questioned if by removing the capture cap the DDA was trying to build their bank balance. Board Member DuPilka stated that if the DDA paid for a project the city would save 25%. Board Member Slater stated that as property values go up the DDA captures would go up and create more revenue. Staff Terpstra stated that she could bring someone from Michigan Downtowns to a meeting to talk to the board. Board Member Noel stated that there are some high cost projects that will be coming that the DDA could help the city pay for. Chairman Veldman stated that we need to utilize all of this information and move forward with the meeting.

7.C – Refuse rates for the 2024 and 2025 year were presented. Staff recommended increasing the unit rate to \$125 per business unit and using the same charge all Coopersville residents pay for refuse of \$282 per unit. Board Member Noel motion to approve the new refuse rates, Board Member Slater supported the motion. Motion carried unanimously.

7. D – The board was presented with the question of offering the Building Improvement Program for businesses to receive DDA granted funds for the 2024 – 2025 fiscal year. Director Luce presented draft A of the budget to city council at the April council meeting on April, 8, 2024, he included \$20,000 in the budget for the program. Board Member Noel asked if we've figured out the legalities since last year. Staff Terpstra stated that we can, there is some research to be done on the rules. Board Member DuPilka stated that we should have it and make the stipulation that the higher the percentage the businesses paid the more likely they would be to receive the grant funds. Staff Member Terpstra stated that should not be a priority guideline because the projects would have to qualify to our guidelines. Board Member Noel motioned to offer the grant program for this fiscal year, Board Member DuPilka supported the motion. Board Member Slater asked if we could put a moratorium on it for a certain amount of years so the same business didn't get it multiple times. Board Member DuPilka stated that he would like to see a new façade sub-committee come back with guideline recommendations. Motion carried unanimously.

7.E – The 2024 – 2025 Fiscal Year Budget was presented to the board including the snowplow contract, accessible wi-fi for the downtown area, Merlin Train Car Enclosure. Draft A of the budget has already been presented to City Council. Chairman Veldman asked staff what should we be looking at for the North Bank Trail and our budget. Staff Terpstra stated that we do need to begin earmarking it if we want to be part of the project. Board Member Slater asked what our budget is all laid out. Director Luce stated that the amount is almost \$400,000. Board Member Slater asked if that was including everything discussed in the memo and the building improvement grant and asked what the fund balance amount is currently at. Director Luce stated that he could not remember what the fund balance amount is at this time. Board Member Slater stated that in February it was about \$300,000.

DDA Information Packet

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

Citizen's Input and Suggestions

None

City Manager/DDA Director's Report

Checking on how long rental fees have been charge to the DDA from the City, tax captures in other cities compared to Coopersville, staff scheduling an MDA visit to discuss tax captures and TIFS and schedule a TIF sub-committee meeting.

Board Member comments are available by request.

Adjournment

Motion by Board Member Slater with support from Board Member Noel to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 6:15pm.

Chairman, Ron Veldman