

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

December 13, 2022

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

Roll Call

Present:

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

Absent: Board Member Dupilka

Motion to excuse by Board Member Buth with support from Board Member Dykstra. Motion carried unanimously.

Additions/Corrections to Agenda

None

Minutes

Motion by Board Member Kelly support from Board Member Noel to approve the meeting minutes of October 11, 2022, after removing Board Member Slater from the Roll Call as he was listed absent as well. Motion carried unanimously.

Citizen Input and Suggestions

Justin Willison of Spring Lake Bridal would like to discuss events and the DDA Hosting the events in the City of Coopersville. He understands that not everyone on the board is interested in hosting and helping events within the City. He stated he was reluctant to work with DDA Admin Terpstra when she first started asking for help with events because of the previous people in the DDA Director roll having started and left projects. He has since changed his mind on DDA Admin Terpstra and is confident in filling the roll she's in and will be supporting the events and activities she works to put together. He asks that the DDA Board allows her to continue with the events and support her position. Stated that because the Chamber is gone, we need to figure out sources for insurance outside of just the Coopersville Rotary Club. He stated that other cities DDA Boards add rider policies to the cities insurance to offset insurance obstacles. Justin believes we need more events than just summer music in Coopersville to draw a different crowd in.

Public Hearings

None

Petitions & Communications

7. A. As stated in 2018 PA 57 and put into action in 2019 the DDA Board will need to hold two informational meetings per year. Staff suggested we schedule these meetings to begin fifteen minutes before the January and July regular scheduled meetings. Board Member VerBerkmoes asked what the meetings they used to have at the

school in the gym area were. Board Member Slater said they used to hold joint City Council and DDA meetings to apprise the public of what they were working on and the status of projects. DDA Admin Terpstra stated that we will be using the Michigan Downtown Associations power point template for the meetings. All agreed to the January and July 5:00pm meetings.

7. B. Staff recommended setting up four subcommittees to report to the Board. Board Member Buth and Chairman Veldman volunteered for the Contracts Subcommittee. Board Member DuPilka was absent but nominated for the Contracts Subcommittee as well. Board Member Noel, Board Member Dykstra and Board Member Karasinski volunteered for the Façade Grant Committee and will follow a similar timeline to the 2022 Façade Grant Process. Board Member Gerard asked in regard to the Façade Grant does anyone else feel that we could be using our money in other areas. Staff shared with him that most Downtown Authorities offer façade grants as a way to match business owners' funds and help to make downtown look better. Board Member Luther, Board Member Karasinski and Board Member Verberkmoes volunteered for the Marketing Subcommittee, which will also include events. Board Member Kelly, Board Member Grossenbacher and Board Member Gerard have served on the North Bank Trail Subcommittee for several months and wish to continue. Board Member Noel motions to move forward with the Subcommittees as listed and Board Member Slater supports the motion. Motion carries unanimously.

7. C. Of the five 2022 Façade Grants that were awarded, four have been completed and turned in for reimbursement. A new Façade Subcommittee has been established for 2023 and will keep similar timelines to the 2022 process. The staff also would like them to consider opening up the façade grant to all road frontage. Board Member Gerard would like the subcommittee to consider all exterior projects and would also like to ask that we close the process and not allow non-profit organizations to apply as they have other sources. He also asked how the amount is decided. Board Member Slater responded that it depends on the budget for that year. Board Member Karasinski stated that maybe funds could be used by places like the trains empty lot and abandoned buildings to clean up that area. Board Member Buth asked if the unfinished Façade Grant Applicant knows that there is a timeline and that there are ramifications for not completing. Board Member Noel stated that the applications do state that if they are actively working on the project and keep the board informed there shouldn't be a problem. All projects must be completed by June 30, 2023, for the current round. Board Member Luther asked how the district mapping was decided, Board Member Verberkmoes and Board Member Slater stated it was done several years when they first formed.

7. D. The Board was made aware of overage charges that the DDA has been receiving from refuse and recycle. Chairman Veldman stated that we may need to consider adjusting the rates being charged to allow for overages. Board Member Karasinski stated that it is not just businesses using the bins. Board Member Grossenbacher recommended using locks or gates. Director Luce stated that they have used trail cams. Board Member Luther recommended putting them back up. Board Member Noel suggested signage. Chairman Veldman stated that there is signage labeling them as DDA dumpsters. Board Member Buth believes receivable areas were built with the possibility of adding gates. She also questioned why they look so closely when they are over filled but don't give us discounts when they are not full. She also stated a 6-yard dumpster was removed from behind Philip's Jewelers. She recommends a line item be added to the budget and not charge the overages to any businesses.

DDA Information Packet

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

Citizen's Input and Suggestions

Jessica Murphy introduced herself to the Board, she will be taking over the Coopersville Observer when Kerri Snowden retires. She appreciates the support the Coopersville Observer has received over the years and hopes to

see continue supports. She also stated that she is a mom and childcare provider as well so she can't always get places. She stated that she can't report about what she doesn't know about.

Justin Willison stated that if we put gates on the dumpsters it could contribute to bigger problems as people will still find ways to abuse them, like throwing items over the gate.

City Manager/DDA Director's Report

- The House and Senate has approved the wastewater pipeline funding of \$60 Million. This pipeline would run from Coopersville to Muskegon and service us for a long time.
- The Christmas Parade went great. Thank you to everyone who helped and the Coopersville Rotary for keeping the tradition going when the Coopersville Chamber closed.
- You're invited to a guided tour of the Coopersville Historic Museum on December 27, 4:30 – 8:30.
- Splash pad maintenance update- there are some issues with getting the right parts and the DPW is hopeful to have the splash pad up and running mid summer.

DDA Marketing & Economic Administrator Comments:

- The Coopersville Community Foundation has awarded the City of Coopersville a grant for \$1886 for the North Bank Trail.
- A donation was made to the North Bank Trail for \$250,000.
- The Christmas Parade was a great success and raised a little over \$7,000 for the Coopersville Rotary in which they will be making some donations with those funds.

Board Member Ver Berkmoes

The Christmas Parade went well. The only problem she heard about was at the end by the jewelers the road was really narrow, and a small child was too close to trucks going by.

Board Member Dykstra

Stated that she was really glad to see the subcommittees getting up and running after we've talked about it for quite some time.

Board member Karasinski

Stated that what Kate is doing is fantastic, but he does not feel she is getting the full support that is needed at events. Stated that as part of this board we have a responsibility to be present in the community and it's frustrating to see so much work put into things and so little help.

Board member Groseenbacher

Stated a big thank you to Jessica Murphy for stepping up to take over the Coopersville Observer as it is an important part of this town.

Chairman Veldman

Thank you everyone for a good year and really excited to see what 2023 brings. Feels that the DDA Board is really moving in a positive direction.

Adjournment Motion by Board Member Slater with support from Board Member VerBerkmoes to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 6:16pm.