

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

March 14, 2023

Board Chairman Veldman called the meeting to order at 5:15pm

Roll Call

Present:

Board Member Karasinski	Board Member Luther
Board Member Grossenbacher	Board Member Orent
Board Member Gerard	Board Member Datema
Board Member Noel	Board Member VerBerkmoes
Chairman Veldman	Board Member Slater
Staff: Terpstra, Luce	

Absent: Board Members DuPilka

Motion to excuse by Board Member Slater. Board Member Gerard shared his attendance since he joined the board and stated he can appreciate that Board Member DuPilka is out of town for work but he's missed several meetings and wanted to be clear on what the policy was. Motion to excuse Board Member DuPilka was not supported and therefore dies.

Additions/Corrections to Agenda

Correction to Agenda to include new Board Members Orent and Datema.

Minutes

Motion by Board Member Slater support from Board Member VerBerkmoes to approve the meeting minutes of December 13, 2022. Motion carries unanimously.

Citizen Input and Suggestions

LeeAnn Proia of Coopersville Farm Museum is asking the DDA to financially assist their quilting event during the summer. This is a 2 month long event with a quilt walk through businesses and quilts hung at the museum. The museum sees ten times the visitors during this time. They are asking for a \$500 sponsorship to assist with marketing costs.

Justin Willison of Spring Lake Bridal stated he has participated in the quilt walk, hanging a quilt in his business. He feels the board should consider her ask as long as it meets the criteria.

Public Hearings

6. Staff Member Rogers presented an explanation of the DDA budget. The service fee is the shared dumpster income that we receive from the businesses for the refuse contract. The first 5 lines are for all staff expenses. Operating is basic supplies needed for staff. Contractual is services we pay for, currently snowplow and refuse. Capital was the funds from the façade grant. Board Member Noel asked to explain the TIF capture. Rogers stated that they can not capture more than \$400,000 and can not be captured from the school or library. Rogers stated there was an amendment to the budget because of insurance funds and grant funds received. The splash pad received \$24,000 and will be fixed later this year, an accident at the roundabout received \$9,000 and the North Bank Trail received \$10,000. Board Member Slater would like to see Façade Grants as its own line item. There was discussion on the check register and it is in the Council Packets but not broken down by department. Rogers stated the equipment is owned and each piece is technically rented by the departments and is state regulated costs.

Discussion ensued on the percentages of our budget being used for maintaining the projects that were finished and the employees. Staff Luce stated that in the last 6 years a lot of large projects were done and going forward we need to look at how to build the fund balance so we can have future projects. Board Member Veldman asked how the North Bank Trail would affect the funds and Staff stated that they were hoping to use state and federal funds to counter each other and work to not cost the City or DDA any funds. Discussion ensued upon Staff Vandweelde and where his time is used and if he's not working for the DDA does it reflect that in our budget, Staff Rogers stated it does.

Petitions & Communications

7. A. Board Members discussed the Building Improvement Incentive and Board Member Noel and Karasinski discussed their thoughts and options after having met as a subcommittee. Board Member Karasinski stated the money could be used elsewhere and Board Member Noel agreed with him. Staff Terpstra stated we also needed to see what the laws are considering the recodified TIF act of 2018. Board Member Slater thinks we should keep the façade grant going forward because it follows the views of what the DDA Board is doing. Board Member Gerard Motions to eliminate the grant with Board Member Karasinski supporting. Board Member Slater likes the suggested changes to the application and suggests we take a wait and see attitude for the future of the grant process. Board Member Luther suggests we revisit next March when discuss the budget. Board Member VerBerkmoes questioned if the money will be available to use elsewhere. Staff stated it will. Majority in favor of the motion, Board Member Slater is not in favor of the motion. Motion Carries.

7. B. Discussion on the took place on the 2023-2024 refuse contracts. Board Member Noel asked if we could build some funds in to the amount charged to businesses to cover our overages. Staff Luce stated that businesses are getting their contract a lot cheaper than residential. Discussion ensued. Board member Luther suggested adding \$5 to each unit, Board Member Noel agreed. Board Member Slater suggested making it an even \$120 per unit. Motion to accept the changes of units per business and charge \$120 per unit made by Board Member Slater and supported by Board Member Luther. Motion Carries Unanimously

7. C. Discussion took place on the 2023 – 2024 Budget. Board Member Luther stated that their businesses figured out that they saved a lot of money by not hiring a snow plow service and doing it within their own business. Staff Member Luce stated that would work on a year like this but looking to future winters not sure how the DPW could sustain that. Board Member Luther asked if that was something that Staff Vanweelde could handle. Board Member Noel stated that he is already out using small equipment doing that. Board Member Karasinski stated a lot of the businesses aren't open Downtown and could be an issue cleaning their own sidewalk at the start of the day. Discussion ensued and Staff Luce agreed to have a conversation with Bryan from the DPW on some possible options for snowplowing.

Board members were asked to look at the items budgeted for 2023-2024 for the DDA by the DPW staff. Discussion ensued as to why we would need to spend \$13,000 on new refuse bins to replace the concrete ones that are already there and why those couldn't be fixed. Board Member Luther made a motion to remove that line item from the budget, Board Member Karasinski supported the motion. Majority supported the motion, Board Member Slater did not support. Motion Carries.

Board Member Grossenbacher asked what the \$20,000 Marketing line was for if the Marketing Subcommittee was told there was no budget. Board member Slater stated that was added when the DDA and Chamber of Commerce were working together for events. Discussion ensued on what this could be used for and if it needed to be removed. Staff Terpstra stated that she was very reserved with the budget and expenses and does a lot of the work in office but does plan to put together a spring summer piece of marketing material for Discover Coopersville. Discussion ensued and it was decided to keep that line item.

Staff Luce recommends thinking about what projects the DDA sees going forward and that we can save money in some of these areas to keep in the fund balance when not spent for future projects.

7.D . Coopersville Farm Museum has requested \$500 to help in their marketing costs for the quilt walk and show event during the summer. Board member Verberkmoes suggests we give the funds. Discussion ensues on setting up criteria of how we can handle requests like this in the future and it is stated that the Marketing Subcommittee

can take this roll on and bring it to the entire board. Board member Slater recommends we give the \$350 that has been given in the past to other events. Staff Terpstra asked the board to consider that this event is 2 months long and not just a one-day event. Board member Slater motions to give \$350, with no support on the motion. Motion dies. Board Member VerBerkmoes motions to give the \$500, Board member Noel supports as long as it is stated somewhere that the DDA sponsored. Board Member Gerard believes this time we should donate but would like to make a strong recommendation that in the future we do not donate to non-profit organizations or non-tax paying groups. Majority of the board votes yes, Board Member Slater votes Ney.

DDA Information Packet

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

Citizen's Input and Suggestions

Mayor Duane Young shared with the board that there are plans underway for the 2023 Memorial Day Parade on Main Street.

Lee Ann Proia of Coopersville Farm Museum gave a brief history of why the Farm Museum was started and it was a project the City, Chamber of Commerce and DDA supported. She also invited members to an open house March 23 at the Farm Museum.

Justin Willison of Spring Lake Bridal stated that the criteria he mentioned was meaning the state regulated mandates surrounding the TIF fund and how the funds could be spent and who they could be given to.

Jeremy Grossenbacher of Coopersville Brewing wanted to let the board know that he has been in talks with people from other businesses in the community and is working to build a Coopersville Business Association that would function much like a Chamber of commerce. Stating the city's hands were sometimes tied when it came to events and what could be done and they are only other organization in our city that has the ability to do this currently is the Coopersville Rotary. He is looking for a lawyer and accountant to join him on this start up mission but does not plan to run it himself and hopes there are others willing to do so.

City Manager/DDA Director's Report

- Spoke with Alison Miedema after Council, she is a member of the Ottawa County Parks Board. He mentioned there are not parks in our area besides Gross Park and suggested they look at helping with the North Bank Trail.
- A code of conduct has been adopted for all City Board Members by the City Council. Please read it and turn in the signature page by March 30, 2023
- Senior Rec Center is Hosting a Prom funded by the Coopersville Rotary on April 13.
- Celebrate Coopersville is March 16.

DDA Marketing & Economic Administrator Comments:

- Updates on Safe Routes to School and North Bank Trail status
- Will be reaching out to schedule subcommittee meetings next week.

Board Member Slater

Nice job behind 300 Main Street. And stated as related to the Board Member DuPilka absence statement earlier to absolve him he believes Director Luce has had conversations with him about it but there is no real bit. We need to revisit the attendance policy going forward if we are not going to excuse absence.

Board Member Luther

Welcome new board members. And questioned if we have asked DuPilka if he's still interested in serving on this board.

Board member VerBerkmoes

Stated the Grossenbacher had a good idea and it's been tried before but she hopes to see something happen. Welcomed new Board members.

Board member Grossenbacher

Welcome new board members.

Board member Gerard

Welcome new Board Members and thank you Board Members Noel and Karasinki for your work with the Façade Grant Subcommittee.

Board member Noel

Ask where everyone was on the Michigan Main Street Training and reminded us there is a meeting on March 22 at 9am, virtually.

Board member Orent

Stated he is excited to be here and hoping to bring his skills to the Marketing Subcommittee.

Board member Datema

Happy to be here and help Coopersville Grow.

Chairman Veldman

Stated the Main Street training made some good points and but wasn't sure how we can tie it to fit in our small town. And Welcomed new board members.

Adjournment Motion by Board Member Noel with support from Board Member Luther to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 6:46pm.

Chairman, Ron Veldman