

TO: **Shopping Area Redevelopment Board**
 - Doug Vos, Chair - Laura Gentry
 - Greg Visser - Brian VanHoven
 - Eric Barnes - Kevin Klynstra

Staff

- Abigail deRoo, City Marketing Director

FROM: Cindy Humphrey, Recording Secretary

DATE: May 9, 2023

RE: **Meeting Notice**

***Thursday, May 11, 2023
9:00 am
2nd Floor Red Conference Room***

AGENDA

1. Approve the March 9, 2023 Minutes
2. Approve the April 13, 2023 Minutes
3. Downtown Meeting Recap
4. Parking Study Roll Out
5. Main Ave / Snowmelt Special Assessment Process
6. Zeeland Gift Card Program
7. Liquor Licenses / Social District
8. Coffee & Cars Parking Lot Request
9. Other

MEMORANDUM OF MEETING
SHOPPING AREA REDEVELOPMENT BOARD (SARB)
Thursday, March 9, 2023, at 9:00 am

PRESENT: Board members – Visser, Barnes, Gentry, Mayor Klynstra

ABSENT: Vos, VanHoven

Staff: Marketing Director deRoo, Recording Secretary Humphrey

The meeting was called to order at 9:00 a.m. by Board Member Visser.

1. Motion was made by Board Member Barnes and seconded by Board Member Klynstra to approve the minutes from January 12, 2023.

All present voting aye, **Motion Carried**

2. **PUBLIC HEARING – 154 E. MAIN – ZEELAND HISTORICAL SOCIETY**

Board Member Visser opened the Public Hearing at 9:05

Representatives of the Zeeland Historical Society, Ken Kolk, President and Karen Kehrwecker, Vice Chair, were present and explained their project to the Board. deRoo elaborated on the details contained in the packet. Discussion around blowing wind issues were discussed and the Historical Society Board members agreed to add a fastening rod to the bottom of the sign to prevent loosening and potential falling.

Motion to close the public hearing was made by Board Member Barnes and supported by Board Member Klynstra.

All present voting aye, **Motion Carried**

Motion was made by Board Member Barnes and supported by Board Member Gentry to approve the sign application by Zeeland Historical Society.

All present voting aye, **Motion Carried**

3. **SIGN GRANT APPLICATION – DEKKER HUIS MUSEUM**

deRoo handed out rating sheets and briefly reviewed the sign grant award process.

Each voting Board member scored the sheets, and they were turned in and calculated by Board Member Barnes at 89% of the total cost of \$3,981.22 plus 89% of the cost of the addition of the stabilizer, up to \$1,000.

Motion was made by Board Member Klynstra and seconded by Board Member Barnes to award a Sign Grant to Dekker Huis Museum in the amount of \$1,000 for the purchase and installation of the sign as submitted.

All present voting aye, **Motion Carried**

4. PUBLIC HEARING – 37 E. MAIN – MM&S HOLDINGS, LLC

Board Member Visser opened the Public Hearing at 9:15

Casey Marietta, Property and Project Manager of MM&S Holdings, (aka Edward Jones building) was present and explained their project to the Board. She explained that the need for the project came about as a maintenance issue. The five upper windows will be replaced, the recessed entrance will be repaired as described in the application. As these improvements were taking place it was decided to update the painting of the façade, as well as adding two removeable flower boxes below and flush with the storefront windows.

A comment by a neighboring property owner had been made to staff. Ron Brink of 156 E. Main asked, for public record, how improvements will affect neighbors and the snowmelt project. deRoo answered that the planters are removeable, and therefore, would not have any effect on the snowmelt project. He also mentioned that there is an ongoing problem with the Edward Jones building upper story brick leaking water into his building. Casey was unaware of any issues of that kind. deRoo indicated that she would pass Casey's contact information on to Mr. Brink.

Motion to close the public hearing was made by Board Member Barnes and supported by Board Member Klynstra. All present voting aye, **Motion Carried**

Motion was made by Board Member Barnes and supported by Board Member Klynstra to approve the sign application by MM&S Holdings. All present voting aye, **Motion Carried**

5. PARKING STUDY

deRoo walked through the recommendations at the end of the parking study and asked for feedback from the Board. She also asked if the Board felt there would be value in having the consultant come and offer an overview at a downtown meeting.

- Insert 1-2 15-minute parking spots at the end of the angled spaces, with the intent to deter splash pad parking. Board Member Klynstra asked if the handicap space by Brummel's would be kept.
- Continue to pursue the Shared Use Agreement parking lots (i.e., Huntington Bank, Pizza Hut and N. Parking Lot) VanHoven previously mentioned to deRoo the possibility of a shared use agreement with Randy Hop.
- Additional handicap spaces are not needed, we have more than enough. They are currently not used often.
- Enforcement of parking rules on Ordinance, such as a 2-hr limit on Main. This would require signage. Visser asked if this could be enforced between specific hours such as not during lunch and not at night. The object of this is to change behavior.
- Overnight parking in select areas with a permit for certain residential properties. An example being where close parking is not available for tenants.

- Marketing of Parking Rules will need to be heavily communicated incorporating printed and digital material and possibly by video as well.
- Highly push for business owners and employees to move into the North and South parking lots to open up the spaces for downtown customer parking. Exceptions can still be made for situations such as evening closing restaurant staff for safety purposes.
- No time limit should be placed on parking spaces with exceptions to EV charging spaces. (30-minute limit, except when charging.) The current number of handicap spaces are more than adequate. Possibly reduce the number of 30-minute spaces near the Library by two.

deRoo asked if SARB was comfortable with the recommendations made, and all responses were positive. The week after spring break there will be a neighborhood meeting to provide information on both the parking recommendations as well as a snow melt update. The parking study consultants, Main Avenue project engineers and contractors would be present to help answer questions. The meeting would most likely be scheduled for the evening, due to the amount of time needed.

6. **SNOWMELT/MAIN AVENUE CONSTRUCTION UPDATE**

The project was awarded to Sitework Solutions, Inc., which is Dave Timmer's company. They are looking to start construction the Monday after school gets out. They will start at Main and Maple and work their way West and most likely stop at the bike shop. It is the plan that next winter that section would be turned on and begin getting assessed. The recommended assessment costs have been proposed at \$1.50 - \$2.25/sq ft. Kevin Plockmeyer is preparing a presentation for the March 12 City Council Meeting. It is still being considered if the charge will be a utility fee or a special assessment. This will determine who will be assessed. Once City Council approves that, it will be shared at the Downtown meeting.

7. **MURAL PROJECT**

deRoo informed SARB that she and Kerri VanDorp have been working on this project, and that there is funding in the budget this year for the project. They have been in conversation with Aaron from the Bike Shop, as he is buying the building from Rich. This is the only unfinished, exposed wall we have downtown, and is an ideal spot for a large mural. Although an additional two or three locations with smaller murals which could be utilized for selfie-type stations, have also been discussed, it has been difficult to find locations available. A project description has been written and will be presented to City Council. Names would be recommended by the Arts Council, and they would be invited to submit as many proposals as they would like, given a list of items that are not to be incorporated, such as political themes, logos, religion, or people where exclusion or promotion could be interpreted, and could date the mural.

8. **STRATEGIC ACTION PLAN**

deRoo provided a copy of the Strategic Action Plan and drew attention to the grid, which identifies the projects that affect downtown. This document identifies the City's

goals which are likely achievable within the year. Downtown building repair grant is new this year. deRoo and Maday identified this as a way for SARB to create incentive for improvements which would attract the type of businesses that are needed for a vibrant downtown. The first task would be for deRoo to research if this type of grant would be legal and if so, to write a description.

- The passageway development and 3 East Main projects are just finalizing the administrative pieces of the project (i.e., them walking through the grant process, the Act 210 and site plan review.)
- The first right of refusal property list – There are likely various properties downtown that could be of use in the future for new City development or private development. Referred to “getting property into friendly hands”, so that when opportunity comes up, the City or a developer has access to it and it would not be something incompatible.
- A downtown hotel has been on the list for some time without movement for quite some time. However, the company that runs CityVū, and is renaming it the Tulip Hotel has been identified as a company to talk to regarding what a hotelier is looking for and what would be the appropriate size for Zeeland.
- Implementation of the Parking Study.

Operational Goals on the last couple of pages identified for the Marketing Department include:

- Continuing the work with the Restaurant Support Committee. To improve the success of our downtown restaurant business and to help make it more attractive to other restaurants as well.
- Continue to expand and develop Music on Main. It was every other week in the summer. The schedule has been expanded to every week in June, and it will be every week in July and August, adding additional pop-ups if it is needed.

9. **RESTAURANT COMMITTEE**

Gentry, being a member of the committee gave SARB an update. She indicated that the last meeting was jam packed. They came up with ideas about how to encourage people to “shop local”. An example of an information card was passed around showing the front side having a list of places to eat/drink, and the back side showing social district info and Music on Main and/or calendar of events. All the businesses could have the cards on display and printed in small quantities for easy updates.

Another concept that was discussed was to create Zeeland Gift Cards, for specific businesses within the City of Zeeland, similar to Power Dollars, as an all-digital gift card.

10. **PASSAGEWAY PROJECT**

The building is not approved, the site plan must be approved within six months and the building complete two years post closing. Lucas Grille and Meredith Smedley have both signed ten-year leases, with the front space in the new building is still available for restaurant or retail. Moxy Dental will take the entire back of the building, which will be 60% of the building with only a back entrance. If a restaurant comes in the front available area, they could apply for a sidewalk café permit.

11. **3 E. MAIN PROJECT**

deRoo announced that the City met with the developers, and are hoping that within the next six months, they will complete all their paperwork and their site plans to get final approval. They are still hoping to be a 2023/2024 project. They are now intending to do all one phase project beginning with taking down the 9/11 building in stead of making it a two-stage project. It will be a 3-story, (1½ commercial and 1½ residential).

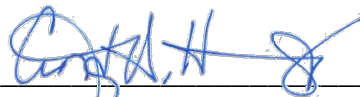
12. **DOWNTOWN EVENT SCHEDULE** – deRoo disbursed the new downtown event schedule.

13. **OTHER INFORMATION**

deRoo informed SARB that the City is looking at redoing the rear landscaping beds behind the North and South blocks. Nothing additional, however, a RFP was just put out to survey and design coordinating landscaping on the entrances to the public parking lots. The proposals have been received and will be taken to Council. That process will identify the costs for the actual implementation of the design. The implementation would also go to bid at some point, being dependent on the cost. This has not been budgeted for this year. If Council approves the design RFP, deRoo would like to bring the design plan to SARB. The designer from MC Smith would also come to a SARB meeting to discuss options.

There being no further business to conduct, a motion was made by Board Member Klynstra and seconded by Board Member VanHoven to adjourn the meeting at 9:43am.

All present voting aye, **Motion Carried**



Cindy Humphrey, Recording Secretary

MEMORANDUM OF MEETING
SHOPPING AREA REDEVELOPMENT BOARD (SARB)
Thursday, April 13, 2023, at 9:00 am

PRESENT: Board members – Vos (9:05am), Barnes, Gentry, VanHoven,
Mayor Klynstra

ABSENT: Visser

Staff: Marketing Director deRoo, Recording Secretary Humphrey

The meeting was called to order at 9:00 a.m. by Mayor Klynstra.

1. Approval of the minutes from March 9, 2023, was tabled until the next meeting.
2. **GUEST INTRODUCTION**
Scott Ingersoll and Michael Gritzmaker introduced themselves, indicating that they will be opening “The Gritzmaker” in the old Elbo Room when construction is done in August/September. The restaurant will be family friendly with hand crafted and local food.
3. **GIFT CARD PROGRAM**
The Restaurant Support Committee, comprised of Eric and Laura, as well as Katie Webster, Teresa VanderZwaag, Jeff Costello and Sheri Holstege. These individuals represent both restauranteurs and local supportive customers. Regarding the gift card concept from this group, deRoo has contacted Compoto, the company that administers West Coast Cash and has assisted the BPW in transitioning their Power Dollars to digital. If we were to implement this program, the fee to Compoto is very reasonable. If SARB recommends it, deRoo would then request the City Council at a May meeting, to approve the fee amount to be reimbursed at 100% to the business participants. There is a one-time expense of \$1,500 and a program expense of \$149 per month. If a gift card is purchased, a credit card fee of 2.9% plus \$0.30 per each transaction. No other percentage is taken at the business side. The funds are purchased through the City. This would be considered as a City service/marketing program, therefore, only City businesses would be able to participate. Also, the Zeeland BPW would like to be able to allow people to use the card to pay their utility bill. Compoto is going through an upgrade, and therefore, it is recommended waiting until after the middle of summer. deRoo would do a large communication push collaboratively with the BPW.
4. **FOOD & DRINK GUIDE**
Another project that the Restaurant Support Committee has devised, is a “Food and Drink Guide”. This would a simple directory of Zeeland businesses, information on the Social District and a possible Calendar of Events. These would be available at all businesses downtown, but also at a number of nearby locations that would be willing to make them available, such as Gentex and Zeeland Hospital, etc. Other suggestions would be to make them available during all-day swim meets, track meets.

5. **SOCIAL DISTRICT MEETING**

StrEATs and LaCreme have both been approved for their liquor licenses and will be added to the Social District.

6. **DOWNTOWN MEETING – MONDAY, MAY 8 @ 6:00PM - HMCC**

The parking study consultant will be present during this meeting to present the Study and answer any questions. As this meeting is expected to go longer than a typical meeting, it was decided to be held during the evening. Information will also be presented on the updates of the Snow Melt project. Some of the points to be conveyed will be that the City will be paying for the entire installation of the snow melt, as well as the maintenance of the bumpout, crosswalk and passageway areas. Only businesses will be responsible for use and maintenance, not single family dwellings, or owner-occupied buildings. The Zeeland Public Schools and the Post Office will also have exemptions to a special assessment. Churches having parking lots with a shared use agreement would have the sidewalk by the parking lot paid for by the City. The cost will be calculated as the square footage of the back of the curb to the face of the building. Overall, the City will be covering all of the installation and 59% of the usage and maintenance costs. Construction on the snow melt project begins the Monday after school is out. The Crit and the Memorial Day parade will be able to get through, but any event after that will need to be worked out.

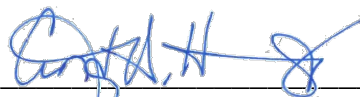
7. **PARKING STUDY IMPLEMENTATION**

The results of the study will be presented at the downtown meeting on May 8, and deRoo anticipates submitting it to City Council at the May 15 meeting for approval of the recommendations. deRoo shared the presentation given to City Council and will most likely be what is used at the Downtown meeting.

8. **OTHER INFORMATION**

deRoo stated that the City met with the developers on the Geerlings property a couple of weeks ago. The Purchase and Development Agreement had to be updated, as it expired. An additional six months were given to close on the property and get the site plan submitted. There is no reason to believe that there are any problems. The La Crème building not the business has been sold to the Sterkin Group (The Wooden Nickel).

There being no further business to conduct, Vos adjourned the meeting at 9:55am.



Cindy Humphrey, Recording Secretary