

**TO: Shopping Area Redevelopment Board**

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|-------------------|------------------|
| - 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:** July 11, 2023

**RE: Meeting Notice**

***Thursday, July 13, 2023  
9:00 am  
2<sup>nd</sup> Floor Red Conference Room***

**AGENDA**

1. Approve the June 8, 2023 Minutes
2. Rear Landscaping Proposal
  - Emaley Brusveen, Landscape Designer, MCSA Group, Inc.
3. Patio Fencing
  - a. Minimum standards?
  - b. Fence grant?
  - c. Long-term lease of parking spaces?
  - d. Number of on-street patios?
4. Main Avenue Project Update
5. Mural Project Update
6. Gift card program
7. Other

MEMORANDUM OF MEETING  
**SHOPPING AREA REDEVELOPMENT BOARD (SARB)**

Thursday, June 8, 2023, at 9:00 am

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

ABSENT:

Staff: Marketing Director deRoo, Recording Secretary Humphrey

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

1. Motion was made by Board Member VanHoven and seconded by Board Member Barnes to approve the May 11, 2023 minutes.

All present voting aye, Motion Carried

2. **MAIN AVENUE/SNOWMELT PROJECT UPDATE**

deRoo asked SARB members if they had confirmed their subscriptions and received an email to the Main Avenue Project Update email distribution. It was noted that there are approximately 150 email addresses on the list, of which about 103 have been confirmed. Updates will also be posted on the website.

At the June 5th City Council meeting, letters from the public were received, 6 or so were opposed to the project, and a couple were stating their concerns. The proposed \$2.11 per square foot charge consists of two components, a commodity charge, and a capital charge. The commodity charge represents the cost to heat the snowmelt system whereas the capital charge represents the replacement cost for the heating and distribution system. The intention of the capital charge was to be used to set aside funds for future maintenance and component replacement for the snowmelt system. Throughout the cost sharing conversations, the concept of an endowment has been mentioned to fund at least a portion of this operation and maintenance special assessment.

The City receives expected/budgeted Personal Property Tax reimbursement from the State of Michigan in October. It is possible but not guaranteed that the City may also receive an unbudgeted reimbursement again in May. Because this May reimbursement is not guaranteed, we do not include it in our budget but have used it to fund things like the Felch Street Cemetery, funding our Pension Plan, and the Main Avenue Streetscape and Snowmelt Project. We received over \$1.5 Million as part of this May distribution this year. Of this \$1.5 million, we would propose to use \$900,000 to cover the funding gap of the Main Avenue project, and after some consideration would like to propose using the remaining \$600,000 to start an “endowment” to fund future capital costs for the snowmelt system. Housed in our Snowmelt Special Assessment Fund, this \$600,000 would cover the capital special assessment for the downtown property owners for approximately 12 years. Even though removal of the Capital Charge from the special assessment for the downtown property owners is being suggested, the City continue to contribute its portion of the capital charge on an

annual basis, so our capital funding requirements are fully taken care of. There will be another Public Hearing on July 17. The project is scheduled to start this coming Monday, June 12.

### 3. PARKING CAMPAIGN

deRoo spoke with David & Brook regarding how we might roll out the parking study concepts. There were two basic categories of parking identified: longer-term parking by employees and splash pad customers; and customers who are enjoying the restaurants, shopping and office appointments, typically staying a couple of hours or less. Creating signage and maps color-coded with themed names of the two categories was recommended. The signs would be placed physically at the entrance/exit of the splash pad area, longer-term and shorter-term public parking lots, on Main Street, and in digital format, placed on our Social Media sites

deRoo took a census of the board members and all but one member was in favor of rolling this concept out and immediately enforcing the 2-hr Main Street parking limits as soon as the road reconstruction and snow melt project is done.

### 4. UPCOMING SUMMER EVENTS

- Music on Main - June 8, 15, 22 & 29, July 13 & 27, August 10 & 24
- Twilight Criterium - June 9 (kids start at 5:30, last race @ 8:30 and ends at 9:30)
- Museum Welcome Center Grand Opening - June 15
- Zeeland Zoom - June 27
- Show & Shine Car Show & Cruise - July 7 & 8
- Zeelmania - July 10-31

### 5. OTHER

It was mentioned that customers do not completely understand the social district boundaries regarding bringing social district beverages inside when purchased from another restaurant. A possible suggested solution was to identify and place Social District Maps on the public social district tables. In addition, the identified parking areas would be added to the maps.

There being no further business to conduct, Chairman Vos adjourned the meeting at 1016am.



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Cindy Humphrey, Recording Secretary