

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

**Staff**  
- Abigail deRoo, City Marketing Director

**FROM:**       Cindy Humphrey, Recording Secretary

**DATE:**       May 11, 2021

**RE:**           **Meeting Notice**

***Thursday, May13, 2021  
12:00 p.m.  
City Council Chambers***

**AGENDA**

1. Approve April 1, 2021 Minutes
2. Welcome New Members Brian & Laura!
3. Special Events Update
4. Social District Update
5. Library Alley Update
6. Dumpster Update
7. Zip Funds Update
8. Other project updates

MEMORANDUM OF MEETING  
**Shopping Area Redevelopment Board (SARB)**

Thursday, April 01, 2021 – 12:00 p.m.

PRESENT: Board members - Vos, Visser, Barnes, Cheyne, Klynstra

ABSENT: Board members -

Staff: Marketing Director deRoo, Recording Secretary Humphrey

The meeting was called to order at 12:00 p.m. by Chairman Vos.

All present voting aye, **Motion Carried**

- 1) Motion was made by Board Member Barnes and seconded by Board Member Klynstra to approve the minutes from the March 11, 2021 meeting.

All present voting aye, **Motion Carried**

2) **PUBLIC HEARING – STREATs TACO KITCHEN**

Chairman Vos opened the Public Hearing at 12:05.

Cheyne introduced Dan Postmus of Postema Signs and together they described the project to the Board. There would be two signs, one on the front of the building, and a second coordinating lighted pole sign behind 14 S. Elm Street. Mr. Postmus explained that a request for a variance was submitted to the Planning Commission which would vote on it at their April 15 meeting. He asked if SARB would approve the sign requested with the condition that the variance was approved on the 15<sup>th</sup>.

With no other comments or questions, Chairman Vos closed the public Hearing at 12:08.

Motion was made by Board Member Barnes and seconded by Board Member Klynstra to excuse Board Member Cheyne due to her professional relationship in this project.

All present voting aye, **Motion Carried**

Motion was made Board Member Visser and supported by Board Member Barnes to approve the Front Sign Request for StrEATs Taco Kitchen as presented.

All present voting aye, **Motion Carried**

Motion was made by Board Member Barnes and seconded by Board Member Visser to approve the Sign Application for pole sign to be located behind 14 S. Elm Street for StrEATs Taco Kitchen as presented.

All present voting aye, **Motion Carried**

3) **SIGN GRANT APPLICATION – STREATs TACO KITCHEN**

Motion was made by Board Member Klynstra and seconded by Board Member Barnes to excuse Board Member Cheyne due to her professional relationship in this project.

All present voting aye, **Motion Carried**

deRoo handed out rating sheets and briefly reviewed the sign grant award process and indicated that this grant would only be applicable toward the sign for the front of the building.

Each voting Board member scored the sheets and they were turned in and calculated by Board Member Barnes at an average of 38.75%.

Motion was made by Board Member Klynstra and seconded by Board Member Barnes to award a Sign Grant to StrEATs Taco Kitchen of 38.75% (capping at the max. of \$1,000) for the purchase and installation of the front of building sign as submitted.

All present voting aye, **Motion Carried**

#### 4) **SARB VACANCIES**

deRoo and Mayor Klynstra interviewed and are recommending two applicants. Brian VanHoven, who brings a long-term knowledge of the downtown area. Also interviewed was Laura Gentry, owner of TripelRoot. Laura will bring a both a female and a restaurateur's perspective to the Board. If approved, appointments of Brian and Laura will be referred to City Council for approval on April 5. deRoo also mentioned that she would put a "feeler" out to Josh of David & Brook.

Motion was made by Board Member Cheyne and seconded by Board Member Visser to recommend City Council appoints Brian VanHoven as a SARB Member for the term of 4/5/21 – 2/16/22.

All present voting aye, **Motion Carried**

Motion was made by Board Member Barnes and seconded by Board Member Cheyne to recommend City Council appoints Laura Gentry as a SARB Member for the term of 4/5/2021 – 2/16/2024.

All present voting aye, **Motion Carried**

#### 5) **DUMPSTER RULES / DUMPSTER CONTRACT**

deRoo presented some good news regarding the \$3,500 accrued fees due to dumpster contamination. WasteManagement has decided to waive \$2,000 of these fees. We will add wording to the Recycling bins to restrict the contents to read "Cardboard Only Recycling", as well as fitting them with slots which are designed to only allow cardboard to be placed in the bins. The contract will be scheduled to begin in May for three years. The next step is to send letters to businesses.

#### 6) **SOCIAL DISTRICT CONVERSATION**

deRoo reported to SARB that she received good feedback from City Council. Tim Klunder will present the enclosed packet to Council on April 5. The entire shaded areas will be part of the "Commons". We can set our own hours as needed on specific areas during special events.

The back parking lot was not included, as there is no access to Public and it is not easily accessible. All alcohol would need to be purchased directly from either Public or TripelRoot, they would not be able to server into the "Commons" or any publicly available seating area.

TripelRoot has requested the orange area to be used as a public commons area, during the time in which their beer garden is torn up for the Library Alley project.

Motion was made by Board Member Barnes and seconded by Board Member Cheyne to support the Social District as presented.

All present voting aye, **Motion Carried**

7) **LIBRARY ALLEY UPDATE**

The neighborhood meeting was held on Tuesday, March 30 at 7:30 a.m. for this project. It is on schedule to begin April 12, and wrap up by July with the exception of some light landscaping. The contractors will begin with tree removal along the sidewalk and concrete removal on the East side off the Library. Coming in/out from Cherry will be messy, but accessible. 1 or 2 parking lot entrances will be open at a time, however, the intersection may need to be closed.


8) **3 E. MAIN UPDATE**

In a couple of weeks, deRoo will be meeting with a contractor and City Attorney Donkersloot is working on a development agreement.

9) **OTHER UPDATES**

- Sanitizing stations have been ordered and possibly shipped.
- The Farmers' Market will be open June 5, however, due to the agricultural regulations, there will not be any crafters.
- The Peddlers' Market will be a no-go.
- Sweet Summer Night will be held at Lincoln Park.
- The Memorial Day Parade has been cancelled, although there will be a small ceremony in the Cemetery.
- Zeeland East and West will be holding their Prom on May 8 downtown on Main & Elm. It will be limited to 300 people with Public and TripelRoot providing dinner.

10) There being no further business to conduct, Chairman Vos adjourned the meeting at 1:05 pm.



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Cindy Humphrey, Recording Secretary