

TO: Shopping Area Redevelopment Board

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| - 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: July 2, 2021

RE: Meeting Notice

***Thursday, July 8, 2021
12:00 p.m.
City Council Chambers***

AGENDA

1. Approve May 13, 2021 Minutes
2. First Floor Ordinance Request
3. Parking Needs
4. Social District
5. Alcohol Ordinance
6. Sigh Building update
7. 3 E. Main Update
8. Other

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)

Thursday, May 13, 2021 – 12:00 p.m.

PRESENT: Board members - Vos, Visser, Barnes, Gentry, VanHoven,

ABSENT: Board member - Klynstra

Staff: Marketing Director deRoo, Recording Secretary Humphrey

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

1) **WELCOME NEW MEMBERS BRIAN VANHOVEN & LAURA GENTRY**

As deRoo introduced each existing board member to Laura and Brian they gave a quick informational about themselves. Brian VanHoven, 4th generation owner of Zeeland Print Shop, his family has owned and operated the business for over 102 years. Laura Gentry and her husband, Nate have owned Tripelroot for 6 years in December. They have started live music again with the next on the 21st. The patio is being torn up, but we're excited for snow melt. Next winter come have a drink in the beer garden – there will be heaters! deRoo reviewed the make up of the Board and mentioned that she believed Jane Clark will be rejoining the group as an ex-officio member, but will not have a voting role.

Motion was made by Board Member Barnes and seconded by Board Member Cheyne to approve the minutes from the April 1, 2021 meeting. All present voting aye, **Motion Carried**

2) **SPECIAL EVENTS UPDATE**

The City Council appointed a Special Events Committee to help decide how to move forward with events around the COVID issues. The committee consists of Abby deRoo, Mayor Klynstra, City Council Member Marybeth Timmer, City Council Member Phung Lam, and Fire Chief Ross Tibbets. The committee met and made some decisions.

The Memorial Day Parade has been cancelled, however there will be a live ceremony planned and lead by the American Legion and Jim Donkersloot. This is to be kept under 300 attendees with social distancing. Currently, special event requests will be required to complete an application and will include a statement to be signed stating that they will follow the State and County safety measures. And that is what was done for the Prom held downtown.

Decisions have been made on the following events as well. Cycle the City will continue weekly as they are quite small. Soundz of Summer Concert series will be continuing with seats in the bowl marked off for social distancing. Sweet Summer Night movie event will be moved to Lawrence Park to allow for distancing. Chalk Fest in August will continue to happen on Elm St. The Zeeland Zoom will be virtual, and the Zeeland Crit is cancelled. The car show is very tentative and hopefully, can be rescheduled in the fall. We are hoping for the fall Peddler's Market and Pumpkin Fest will be able to happen.

3) **SOCIAL DISTRICT UPDATE**

If SARB members have seen something in another community that has worked very well, please pass your thoughts along, so that we can look into it

The State has given formal approval to the City, and both Public and Tripelroot have turned in their applications and are awaiting approval. The furniture has been ordered and has a 10-day delivery. The print shop is working on a "Social District Map". The Logo graphics for cups we had drawn up in black/white with a QR Code directing to cityofzeeland.com/socialdistrict added to the cups to bring to the web page with all the information and rules etc. This will be added to the signage as well. Many media sources have contacted us, however, deRoo wants to do a big ad explaining the social district.

There will be a fenced "patio area" primarily in front of Tripelroot 3 parking spaces wide with black picnic tables, a trash container and one of the sanitization stations and greenery to be added for the social district, which will be open to the public, not specifically for Tripelroot. There will also be seating at Elm Street Park, and the bump-out in front of the Bakery.

Regarding the rules, when a beverage is purchased, it can be consumed on that restaurant's property or in the Social District, but not on any private property, which includes the other restaurant serving alcohol in the Social District. (IE, you can purchase at Public and consume in Public's outdoor eating patio, but you may not bring it over to Tripelroot and sit in their private patio area.)

4) **LIBRARY ALLEY UPDATE**

Progress is being made and it is a mess, but they are working! They will be moving to the patio behind Drip the last week of May/beginning of June. We are still expecting that the project will be done in July. The Library is feeling a pinch due to the construction. Signs have been put up so people know that they can get into the parking lot. General deliveries to the businesses seem to be going ok.

5) **DUMPSTER UPDATE**

Yet another update is that the new contracts have been approved and the contact will be coming in on Tuesday to sign them. The containers will be labeled to identify violations. Recycling lids will be ordered to restrict the contents to cardboard only in the recycling bins. deRoo gave the new members a quick update of previous dumpster issue discussions.

6) **ZIP FUNDS UPDATE**

Chairperson Vos updated the Board by stating that this fund was started by Kurt VanKoevering to raise money from the community by Zeeland investment partners to assist with rent subsidies for new businesses. No money has been raised recently, and there is approximately \$5,000 remaining and the committee is looking at by taking the funds and paying out the balance to a "Good Cause".

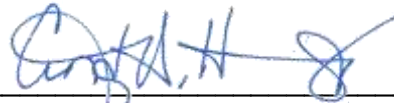
7) **OTHER UPDATES**

GDK owns both the Sligh building and 3 E. Main, which are both mixed use projects. They anticipate construction to begin on the Sligh building in 2022, and are working with Midwest Construction and are moving forward, but no finalization yet.

deRoo had an alcohol Ordinance read through with Tim Maday and have a meeting this afternoon with Tim Klunder to go over thoughts and suggestions to possibly present to Council. Some ideas are regarding Special Events on Sundays, the seating capacity in licensed establishments. We are trying to make changes to better accommodate our business. Also we are looking at the license transfer process.

Cheyne gave an update on StrEATs. The furniture is coming, and they are hiring for the kitchen. A soft opening is planned for mid-June.

8) There being no further business to conduct, Chairman Vos adjourned the meeting at 1:00 pm.



Cindy Humphrey, Recording Secretary