

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, September 11, 2025 at 9:00 am

PRESENT: Board members, Barnes, Vos, Dick, VanKampen, Gentry, VanHoven

ABSENT: Mayor Klynstra

Staff: Marketing Director deRoo

The meeting was opened at 9:07 a.m. by Chairman Vos.

1. APPROVE MEETING MINUTES

A motion was made by Barnes and supported by Dick to approve minutes from the **AUGUST 14, 2025** regular meeting. All present voting aye, Motion Carried.

2. CONSTRUCTION SCHEDULE

deRoo reported that the south parking lot will be closed for concrete work beginning September 15 and then milling, resurfacing and striping will take place September 17-21. deRoo notified the affected properties via email and snail mail.

Church Street will be reconstructed in 2026. deRoo shared this tentative schedule:

- Complete as much of the work between the Clean Water Plant and the cemetery by Memorial Day.
- Spend June bringing the project from Lincoln to Central
- Midsummer begin Central to Washington (this stretch will likely last from July to November)

3. PARKING

Again deRoo asked the board for parking feedback/observations since the rollout of timed parking in July 2025. Gentry shared that a fellow downtown business owner suggested the creation of special employee parking to prevent employees from walking in the snow this winter. Gentry shared that she feels the city's parking changes are a proactive move because downtown will keep getting busier and the north and south lots will eventually be needed for customer parking. Several SARB members commented that parking along the rear curbs needs to be monitored better and that regular offenders seem to be business owners. deRoo shared two customer complaints that have been received; the first being that the four-hour limit was not long enough to accomplish an appointment and shopping and secondly, that the four-hour limit prevents game store patrons from being able to stay and play games for as long

as desired. The board felt that, in both scenarios, the customers had other options of where to park and that for the time being, four hours still feels like an appropriate amount of time for these lots.

deRoo described to the board that city staff and council have made the decision to remove Saturdays from the timed parking requirements in the north and south lots. The reasoning behind this decision is that ground floor offices are traditionally not open on Saturdays, freeing up a number of parking spaces in the lots. This capacity could be offered to downtown tenants who, by the weekend, will likely welcome a break from rotating their vehicles. This adjustment would be defined by four-hour parking, Monday-Friday 7am-5pm. Two-hour parking would remain in the on-street parking spaces Monday-Saturday 7am-5pm. Board member VanKampen does have some reservations about not enforcing time parking on Saturdays. Keeping a watchful eye on this change will be important to see how it fairs.

With parking comments continuing to be voiced to city hall, deRoo asked SARB if they have any appetite for a parking survey or revised parking study to question which solution might be best:

1. Revert back to no timed parking in the parking lots.
2. Maintain 4 hour parking.
3. Increase to 5 hour parking.
4. Sell limited number of permits in the north and south lots.

Dick and VanHoven liked the permit option, while other members feel that we need to stay the course and maintain the four hour parking. The board felt that getting through winter and/or a year of these parking changes will be important before making large changes. deRoo asked SARB to champion this topic and have responses ready when approached by other businesses.

4. SUNDAY ALCOHOL SALES

deRoo reported that there will be a public hearing on Monday, October 20, 2025 at 7:10 PM in the City Council Chambers.

5. DOWNTOWN EVENT SCHEDULE

Pumpkinfest Oct 2-4
Mayor Klynstra's Retirement Party – Oct 3 from 1-4 PM
Happy Hour Hop – working on dates for 2025/2026
Downtown Trick or Treat – Oct 31

6. OTHER – FIRST FLOOR ORDINANCE / 123 E. MAIN

Although the project at 123 E. Main / Koele Godfrey had already obtained SARB and Planning Commission approval, deRoo wanted to share a conversation – surrounding the special land use request - that occurred at the Planning Commission Public Hearing. Given that 123 E. Main is currently office/service, when the building is removed for demolition, the grandfathered-in status is technically lost, which is why

Koele Godfrey applied for special land use, along with their site plan review. SARB approved this at their last meeting, understanding that the new building is just replacing the same use and therefore the board was comfortable endorsing the special land use. The question was posed, at Planning Commission, as to whether the special land use should be tied to the new building at 123 E. Main or the user at 123 E. Main. (Background: the current office/service designation at 123 E. Main (pre-construction) represents the building, not just the user. If Koele Godfrey were to move out, a different office use could move in. If the building were to convert to retail/restaurant/personal service, that is when the office/service designation would be lost.) Ultimately, Planning Commission approved the SLU for the building – not just the user – which matches how the building is represented currently, however, there was some angst in the conversation before it reached that point. deRoo felt that understanding SARB's intention was important so she can provide accurate direction to future applicants. As SARB reviewed this conversation, they felt Planning Commission's approval was correct and that the SLU for this applicant should be tied to the building that it is replacing, and not the user.

A motion was made by VanHoven and supported by Dick to close the meeting.

All present voting aye, Motion Carried.



Abigail deRoo, City Marketing Director