

TO: Shopping Area Redevelopment Board

- Doug Vos, Chair ➤ Laura Gentry ➤ Kori Dick
- Eric Barnes ➤ Brian Vanhoven ➤ Kevin Klynstra

Staff

- Tim Klunder, City Manager
- Abigail deRoo, City Marketing Director

FROM: Abigail deRoo, Marketing Director

DATE: June 9, 2025

RE: Meeting Notice

THURSDAY, June 12, 2025

9:00 AM

Zeeland City Hall – 2nd Floor Conference Room (Red Room)

AGENDA

1. Approve May 8, 2025, minutes
2. Approve May 22, 2025, minutes
3. Parking
4. Shared Dumpster Program
5. Summer Events
6. Other

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, May 8, 2025 at 9:00 am

PRESENT: Board members, Vos, Barnes, VanHoven,
Mayor Klynstra

ABSENT:

Staff: Marketing Director deRoo

Guest: Lee VanKampen

The meeting was opened at 9:00 a.m. by Chairman Vos.

1. **APPROVE MEETING MINUTES**

A motion was made by Barnes and supported by VanHoven to approve minutes from the April 17, 2025 regular board meeting. All present voting aye, Motion Carried.

2. **NEW BOARD MEMBER RECOMMENDATION**

deRoo welcomed Lee VanKampen back to the meeting as a second time visitor. VanKampen has continued to express interest in serving as SARB member and deRoo would like to recommend him to the Board. deRoo reminded the Board that we intentionally left the seventh seat open to find a new member that had staying power, was familiar with downtown and who brings new energy and creativity. deRoo feels that VanKampen checks all of those boxes. If SARB feels the same, deRoo invited them to make a recommendation to City Council to appoint VanKampen to the Board.

A motion was made by Barnes and supported by VanHoven to recommend to Zeeland City Council that Lee VanKampen be appointed to the Shopping Area Redevelopment Board Member. All present voting aye, Motion Carried.

3. **PARKING**

deRoo shared the parking enforcement communication/marketing piece that the City has prepared. Upon installation of new signage, the north and south municipal parking lots will become four hour timed parking. The two hour on-street parking limit will be better enforced as well. Regular parking lot users – employees, tenants, owners – will be expected to use longterm parking – found in the outer lots – leaving the north and south municipal lots and on-street parking for customers and visitors.

deRoo explained that security cameras have been installed in the north and south municipal parking lots, and after July 1, cameras will also be installed along Main Ave.

The cameras will aid in security, of course, but will also serve as tools for parking enforcement. The Zeeland Police Department will be actively involved in helping to educate our regular parking lot users and also relying on the security cameras for accountability of the timed parking.

SARB had discussion about specific parking scenarios but ultimately communicated that we just need to get the new parking changes started and work on education and communication around each unique occurrence as we go. As signage in the parking lots is installed, the printing communication piece is mailed, and the new information is updated on the City's website, we will have a lot of tools to consistently communicate these changes to our regular vehicles.

It is the hope that business owners will champion these changes – given that many have expressed a concern that there is not enough customer parking. deRoo asked SARB to please have a “business friendly” response ready for their employees and fellow downtown contacts to assist in the positive messaging around these changes.

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

All present voting aye, Motion Carried.

A handwritten signature in cursive script, reading "Abigail deRoo".

Abigail deRoo, City Marketing Director

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, May 15, 2025 at 9:00 am

PRESENT: Board members, Barnes, VanHoven, Dick,
Mayor Klynstra

ABSENT: Vos

Staff: Marketing Director deRoo

Guest: Ranae Hoogstra

The meeting was opened at 9:00 a.m. by Mayor Klynstra.

1. **PUBLIC HEARING OF THE HERITAGE DESIGN REVIEW BOARD (SARB) FOR 132 E. MAIN**

Mayor Klynstra opened the public hearing at 9:02 a.m.

Ranae Hoogstra filed an application to install business signage on the north side (front) of the Integrity Cabinetry storefront, located at 132 E. Main. This application is for a 24"x24" flag mount (projecting) sign.

The application also requests to install an identical sign on the rear/side wall of the adjacent property owner's building, as a way to provide directional attention to customers who may wish to access Integrity Cabinetry from the rear. Ms. Hoogstra stated that she first approached Donkersloot Law Office and her request was not approved. She has now approached Zeeland Bakery for consideration to attach the sign to their building; Hoogstra is awaiting a response from the property owner.

VanHoven expressed that he feels a flat sign above the rear entrance of the building would be a more effective form of wayfinding and better exposure for the business, it would also eliminate the need to mount a sign on a neighboring building. Hoogstra commented that that would be the alternative if the request is not approved to mount the projecting sign on the Zeeland Bakery wall.

Mayor Klynstra closed the public hearing at 9:27 a.m.

A motion was made by Barnes and supported by VanHoven to approve the 24"x24" flag mounted sign on the north (front) of Integrity Cabinetry at 132 E. Main, as presented. All present voting aye, Motion Carried.

A motion was made by Barnes and supported by VanHoven to approve the 24"x24" flag mounted sign on the rear/side of Zeeland Bakery, 130 E. Main, pending approval from the property owner. All present voting aye, Motion Carried.

A motion was made by Barnes and supported by VanHoven to approve a 24"x24" flat wall sign on the south side of Integrity Cabinetry, 132 E. Main, above the rear business entrance.
All present voting aye, Motion Carried

It was noted that the decisions made at this meeting are advisory in nature and must meet all zoning requirements, as well as neighboring property owner consent, if attaching signage to neighboring properties.

The Downtown Zeeland Sign Incentive Program was discussed. Hoogstra will contact deRoo if she wishes to pursue the program.

Hoogstra commented that Integrity Cabinetry is in need of façade enhancements on the north side of the building and that the front sign would not be installed until after those have been completed. deRoo urged Hoogstra to share these plans with the Community Development Department to determine what permits might be required for said work.

A handwritten signature in cursive script, reading "Abigail deRoo".

Abigail deRoo, City Marketing Director