

**SARB**

21 S Elm Street, Zeeland, MI 49464  
(616) 772-6400

---

**TO:** Shopping Area Redevelopment Board

► Doug Vos, Chair	► Laura Gentry	► Kori Dick
► Eric Barnes	► Brian Vanhoven	► Kevin Klynstra
► Lee VanKampen		

*CC:*

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

**FROM:** Abigail deRoo, Marketing Director

**DATE:** July 10, 2025

**RE:** **Meeting Notice**

**THURSDAY, July 10, 2025**

**9:00 AM**

***Zeeland City Hall –2<sup>nd</sup> Floor Conference Room (Red Room)***

**AGENDA**

1. Approve June 12, 2025, minutes
2. City Clerk's Office Update
3. Parking
4. 303 E. Main RFP
5. Other

**MEMORANDUM OF MEETING**  
Shopping Area Redevelopment Board (SARB)  
Thursday, June 12, 2025 at 9:00 am

**PRESENT:** Board members, Vos, Barnes, VanHoven, Gentry, Dick, VanKampen  
Mayor Klynstra

**ABSENT:**

Staff: Marketing Director deRoo

The meeting was opened at 9:05 a.m. by Chairman Vos.

**1. APPROVE PUBLIC HEARING MINUTES**

A motion was made by Barnes and supported by Gentry to approve minutes from the May 8, 2025 public hearing for Integrity Cabinetry. All present voting aye, Motion Carried.

**2. APPROVE MEETING MINUTES**

A motion was made by Barnes and supported by Klynstra to approve minutes from the May 15, 2025 regular meeting.

**3. WELCOME LEE VANKAMPEN**

deRoo welcomed Lee VanKampen to the meeting as an official board member, as appointed by City Council on 5/12/25 for a term beginning immediately and running through 2/16/29.

**4. PARKING**

deRoo shared that the downtown parking changes communication has been distributed via email with physical mail to be distributed throughout the month. Temporary parking lot signage will be used to over-communicate the changes – 4 hour parking / Mon-Sat 7a-5p in the North & South lots. Permanent signage is being pursued by deRoo and the Streets Department.

Parking changes begin July 1<sup>st</sup>.

**5. DUMPSTERS**

deRoo presented the current (and ongoing) challenges of our shared dumpster program downtown: rates are high, service is not always reliable, current contractor – Waste Management – has not made enough headway getting all users to subscribe

to the service, which means not every property is contributing financially to this service. Board member Gentry commented that the rates are too high, however VanHoven added that he feels the price is better than when he was responsible for his own curbside cart downtown. deRoo introduced the idea of the City/BPW controlling the contract and individually billing each property, rather than the vendor billing each property. This has been discussed at the staff level previously, but we opted not to pursue this direction because at that time, billing would have been through a special assessment. There is an opportunity now to invoice each property through BPW's utility billing system. More conversations need to be had with BPW, however, city staff feels this could be a viable option to get more control over this program. deRoo asked SARB for their feedback on this direction and the board supported taking the contract in house to negotiate better rates and require greater participation from properties.

#### **6. PROPOSED MODERNIZATION PROJECT AT MEAD JOHNSON**

deRoo provided an overview of the proposed project at Mead Johnson, including the two properties that are currently being requested to be rezoned to industrial (605 and 633 E. Main). deRoo shared digital images of the new site that Mead Johnson revealed at the June 5, 2025 Planning Commission meeting. The board was largely familiar with and supportive of this project and Mead Johnson's request to modernize their operations. Mayor Klynstra discussed how, as such a large employer, it would be extremely detrimental to our community/city if Mead Johnson were to leave Zeeland. Gentry shared that Mead Johnson employees are regular customers of Tripelroot and supporters of downtown and that it would be very bad if we pushed them away. The expansion plans may not add significant new employees but the construction teams that it will take to complete the project will generate revenue into our local economy. Chairman Vos added that our community needs to realize that Zeeland has the great amenities that we do because of the tax base from the industrial sector. Vos also appreciates that the plans show construction traffic to be routed down Washington and not Main. Both VanHoven and Gentry feel that Mead Johnson's current site is not that bad and that the new site is proposed to be very nice. Board member VanKampen had not seen Mead Johnson's renderings until this SARB meeting and was very impressed by the quality of the site and how it could be a beautification asset for visitors as they enter Zeeland off the highway.

A motion was made by Barnes and supported by VanKampen to close the meeting.  
All present voting aye, Motion Carried.



Abigail deRoo, City Marketing Director