

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, November 13, 2025 at 9:00 am

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

ABSENT: None

Staff: Marketing Director deRoo

Guest: Miguel Gonzales

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

1. **PUBLIC HEARING OF THE HERITAGE DESIGN REVIEW BOARD (SARB) FOR 17 E. MAIN/EL RANCHO**

Chairman Vos opened the public hearing at 9:01 a.m.

Miguel Gonzales from D-Sign was present representing client, El Rancho. The restaurant is requesting to install business signage at three locations on the 17 E. Main property. These signs will include the restaurant's name: El Rancho in channel letters that are internally lit and mounted on a raceway (black bar). This mounting application reduces the amount of penetration needed in the building façade, versus mounting each letter individually. "Grill and Bar" will be within an illuminated capsule under the El Rancho name.

Gonzales described the installation techniques and how the signs will be affixed to the building in each of the three locations. This sign application and proposed installation process meets zoning requirements from the City's Community Development office.

Board members Gentry and Barnes offered their support of the application.

A motion was made by Barnes and supported by Klynstra to close the public hearing. All present voting aye, Motion Carried.

A motion was made by Barnes and supported by Gentry to approve the three El Rancho signs as presented. All present voting aye, Motion Carried.

2. **APPROVE MEETING MINUTES**

A motion was made by Barnes and supported by Klynstra to approve the October 9, 2025 meeting minutes. All present voting aye, Motion Carried.

3. **SUNDAY ALCOHOL SALES**

deRoo provided an update of the October 20, 2025 public hearing regarding Sunday Alcohol Sales; opposition was voiced from the North Street Church community; very little discussion amongst City Council at this meeting. The first reading of this ordinance amendment took place on November 3, 2025. deRoo thanked several SARB members who participated in this meeting via attendance or written remarks. The first reading was approved by City Council 6-1. The second and final reading will take place on November 17, 2025.

4. **PARKING**

As downtown parking continues to attract varying opinions and perspectives, the city has reached out to Rich and Associates, for guidance. Rich and Associates conducted our most recent downtown parking study. Rich and Associates does not actually have capacity to assist Zeeland at this time and the referred us to a consulting company out of Traverse City called Mission North. Mission North comes with an impressive portfolio in parking management. We are looking forward to working alongside them to examine Zeeland's parking needs, including, demand, organization/management, and review of our shared parking agreements. City leadership suggested that along with staff, we pull in a few members of SARB and Planning Commission to participate as a parking working group. SARB members self-appointed Laura Gentry (south parking lot), Brian VanHoven (north parking lot), Eric Barnes (SRC parking lot partner).

A motion was made by Klynstra and supported by Dick to appoint Gentry, VanHoven and Barnes to a parking working group. All present voting aye, Motion Carried.

5. **DOWNTOWN EVENT SCHEDULE**

deRoo reminded the board of upcoming downtown events.

6. **OTHER**

The board acknowledged that this was Mayor Klynstra's final meeting with SARB and thanked him for his commitment to downtown.

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



Abigail deRoo, City Marketing Director

