

MEMORANDUM OF GOAL SETTING SESSION  
City Hall Council Chambers  
21 S. Elm St., Zeeland MI  
Monday, January 26, 2026, and Tuesday, January 27, 2026  
5:30 P.M.

PRESENT: Council members – Mayor VanDorp, Gruppen, Lam, Timmer, Bult, Langeland, Perkins

ABSENT: Council members – None

Staff present: City Manager Klunder, Asst. City Manager/Finance Director Plockmeyer, Police Chief Jungel, Marketing Director deRoo, Community Development Director Maday, Clean Water Plant Superintendent Engelsman, Library/Community Center Director Hanson, IT Director Maloney, ZBPW General Manager Boatright, ZBPW Electric Power Supply and Market Operations Manager Mulder, and City Clerk DeVerney.

**Monday, January 26, 2026**

Mayor VanDorp called the meeting to order at 5:30 p.m. Opening comments were made by Mayor VanDorp and Klunder.

Klunder provided a review of the 2025 Strategic Action Plan Scorecard Assessment. Staff earned 77 points on the 2025 Strategic Action Plan Scorecard.

Each department gave a presentation on the goals accomplished in 2025, and what opportunities/challenges they foresee in 2026.

The meeting adjourned at 8:56 p.m.

**Tuesday, January 27, 2026**

Mayor VanDorp called the meeting to order at 5:30 p.m. City Manager Klunder thanked City Council for their attentiveness at last night's meeting and discussed the process that will be utilized this evening to review the City's Vision, Commitments, Core Values and identifying strategic action steps for 2026.

Klunder reviewed the Vision Statement, the seven Commitments (Vibrant Downtown; Strong, Safe & Connected Neighborhoods; Economic & Community Development; Infrastructure and City Services; Culture, Parks & Recreation; Financial Sustainability; and Organizational Culture) and Core Values of the City. City Council agreed that these items are still relevant to the City.

The group listed potential action steps for 2026. After gaining a general understanding of what each proposed action step would generally achieve, the group ranked proposed new action steps for 2026. Voting results were as follows:

**Potential New Ideas for 2026**

Washington Avenue Development	13
Mead Johnson Implementation	12
JR Automation Implementation	12
Park & Rec Master Plan Update	12
Roundabout at Main and Fairview	11
Feel the Zeel 20th Anniversary Planning	11
Facility Improvement Plan	10
Regional Biosolids Facility	9
Master Plan Rewrite	9
Funding Mechanisms for Facility Improvements	9
Underground Utilities - State, Washington, Lincoln	9

Future Visioning with Schools	9
Second Exit From Public Safety Building	9
Legal Succession Planning	9
Snowmelt Expansion Phase 3	8
Business Loop I-196 Beautification	7
Finance Staffing	7
Succession Planning	7
Concrete Rec Games at Parks	7
Business Loop I-196 Crossing	6
Expand Parking Options	6
Purchase Property for Washington Ave Redevelopment	6
Main Street Auto Redevelopment	6
Parking Ordinance Review	6
Implementation Plan for New Electric Generation	5
Aggressively Pursue Filling Empty Buildings	5
Cherry Ave Medical Office Building Redevelopment	5
Fire/Rescue Staffing	5
Additional Murals	5
Name Recognition Policy	5
Parking Deck	4
Permanent Story Walking	4
Recreation Center	3
Single Refuse Hauler	3
Greater Transparency - Stream Meetings	3
Washington Avenue Beautification	2
Lincoln Avenue Improvements	2
474 W Main Ave Redevelopment	2
Howard Miller Site Reuse	2
HMCC as Welcome Center	2
Huizenga Park Pickleball Court Lighting	2
Unhoused Population Plans	2
Maple St Two-Way Conversion	2
Employee Retention	1
Small Footprint Housing	1
More Pickleball Courts	0
Overnight On street Parking	0
More EV Chargers	0

Preliminary, City Council felt that items with 8 votes or more would remain on the 2026 strategic action plan. City Council did suggest maintaining BL196 pedestrian bridge funding, expanding parking options, and the Main Street Auto redevelopment which each received 6 votes.

The City's administrative team will work with City Council to further refine the list, define action steps, and organize the overall 2026 Strategic Action Plan over the next several weeks.

The meeting adjourned at 8:09 p.m.

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Kristi DeVerney, City Clerk