

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, January 8, 2026 at 9:00 A.M.

PRESENT: Board members, Vos, Barnes, Bult, Dick, Gentry, VanKampen
ABSENT: VanHoven
Staff: Marketing Director deRoo, City Clerk DeVerney
Guest: none

The meeting was opened at 9:00 A.M. by Board Member Vos.

1. **APPROVE MEETING MINUTES**

A motion was made by Gentry and supported by Dick to approve the December 11, 2025 meeting minutes. All present voting aye, Motion Carried.

2. **INTRODUCTION**

deRoo introduced Zeeland's new City Council member, Andrew Bult, to the board. Andrew joins us from Hulst Jepsen Physical Therapy and will be the City Council representative on SARB.

3. **PARKING**

deRoo updated the board that the 4-hour timed limit parking (in the North and South parking lot) is going well. Apartment tenants' overnight parking signs are going up soon to hopefully eliminate any confusion on the snow parking schedule. deRoo shared an updated map of the North Municipal Parking Lot which shows parking areas that have been allocated for construction staging during the 123 E. Main / Koele Godfrey Investment Group project. Board members indicated that vehicles (especially business owners) continue to park illegally along the curb in the South Parking Lot which includes handicap accessible ramps. The City is continuing to work with North Street CRC to determine if updates to that agreement need to occur.

deRoo noted that a Downtown Parking Working Group will meet on Monday, January 12th to put together information for the group to review before their meeting with the parking consultant.

4. **DOWNTOWN PROJECTS**

Koele Godfrey project's fence (at 123 E Main) is going up with power and electricity already shut off. Demolition is expected to start the week of February 2-6. We are aware that this project will create parking lot disruptions in the North Municipal Parking Lot, but this will be short term.

Church Street construction has begun in the cemetery. Members suggested that they should notify the Post Office of the construction time frame as they will be affected.

5. **OTHER**

17 E Main (El Rancho) will have a salon in the northwest corner of the building.

deRoo proposed a scenario where 156 E Main, (corner of Main & Church) currently has a vacant main floor. The property owner has been hesitant to sign a lease with a retailer because they do not want to lose their office exemption that has been grandfathered to them via the First Floor Ordinance.

The intention of the First Floor Ordinance was:

- If the ground floor was used for retail or personal service at the time of ordinance adoption, and the tenant moves out, that space was intended to be saved for another retail or personal service tenant in the future.
- If it was office space, at the time the ordinance was adopted, and that tenant moves out, that space could remain office space in the future.

Members discussed that perhaps the ordinance is prohibiting property owners of office space from taking a chance on a retailer because they do not want to be penalized if that retail tenant does not stay. Members brainstormed that perhaps a provision could be included that if an office space transitions to retail/personal service but lasts less than two years, the space can revert to office. However, if the retail/personal service business is successful, then the use would be permanently changed. There were concerns about how this would be monitored.

Sunday alcohol license is ready to issue to Gritmaker after a glitch at the State. Tripel Root has also applied for a Sunday alcohol license.

Saturday, February 21st, is Plaiderdlay Chili Crawl.

A motion was made by Barnes and supported by Gentry to close the meeting at 9:50 A.M. All present voting aye, Motion Carried.

Kristi DeVerney, City Clerk