

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

PRESENT: Board members, Barnes, Dick, Gentry, VanHoven  
ABSENT: Mayor Klynstra, Vos, VanKampen  
Staff: Marketing Director deRoo

The meeting was opened at 9:03 a.m. by Board Member Barnes.

1. **APPROVE MEETING MINUTES**

A motion was made by VanKampen and supported by Gentry to approve minutes from the September 11, 2025 regular meeting. All present voting aye, Motion Carried.

2. **PARKING**

deRoo asked the board for any parking observations. Board members indicated that in the North Parking Lot, the strip of parking between Huntington Bank's drive through and Zeeland Dry Cleaners, is primarily filled with repair vehicles from Venema. Additionally, without enforcement, cars are starting to leak back into the North & South for long-term parking. VanHoven mentioned that the 30-minute parking space behind his business is regularly misused.

3. **SUNDAY ALCOHOL SALES**

deRoo reported that there will be a public hearing on Monday, October 20, 2025 at 7:10 PM in the City Council Chambers.

4. **DOWNTOWN EVENT SCHEDULE**

- Downtown Trick or Treat – Oct 31
- Feel the Zeel of Christmas – City Events Planner, Kerri VanDorp joined the meeting to present the changes to the downtown holiday events – due to slow turnout in recent years, Feel the Zeel of Christmas will change from a Wed/Thurs/Fri night event to a Friday/Saturday event, December 5 & 6 from 4-8PM. New this year: a gingerbread house competition to be displayed in the windows of downtown businesses. There will be 10 gingerbread kits for 10 artists to be displayed in 10 storefront windows.
- Happy Hour Hop – will begin in 2026

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



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Abigail deRoo, City Marketing Director