

MEMORANDUM OF MEETING  
Shopping Area Redevelopment Board (SARB)  
Thursday, December 11, 2025 at 9:00 am

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

ABSENT: None

Staff: Marketing Director deRoo, City Clerk Kristi DeVerney

Guest: none

The meeting was opened at 9:04 a.m. by Board Member Barnes.

1. **APPROVE MEETING MINUTES**

A motion was made by VanHoven and supported by VanKampen to approve the November 13, 2025 meeting minutes. All present voting aye, Motion Carried.

2. **INTRODUCTION**

deRoo introduced Zeeland's new City Clerk, Kristi DeVerney to the board. Kristi joins us from Grand Haven Township and will be supporting SARB in the future. Newly appointed City Councilman, Andrew Bult was not in attendance but will serve as the City Council liaison to SARB beginning in January. This will replace the seat that was filled by Mayor Klynstra.

3. **SUNDAY ALCOHOL SALES**

deRoo shared with SARB that all formal approvals for Sunday Alcohol Sales have been given. Now it is the responsibility of license holders to file for a Sunday Sales permit with the MLCC. That information has been provided to them. deRoo reported that Gritmaker, Vitales and Streats have indicated they will file, even if they don't participate in regular Sunday business hours.

4. **PARKING**

deRoo updated the board that new parking instructions and information has been delivered to all downtown users. The parking lot agreement with Huntington Bank has been updated to include additional spaces. The City is working with NorthStreet Church to determine if updates to that agreement need to occur. Additional signage has been ordered for the Huntington and NorthStreet lots to assist with communicating parking expectations. Board members indicated that vehicles (especially business owners) continue to park, illegally along the curb in the South Parking Lot.

5. **DOWNTOWN PROJECTS**

LaCreme Creamery and Crepes is in the process of being sold and the new owner has filed requests with the City and the MLCC to have the liquor license transferred. City Council will review that request at their December 15<sup>th</sup> meeting. Staff has made the recommendation for approving the request.

The Koele Godfrey project at 123 E Main will begin the first week of January. We are aware that this project will create parking lot disruptions in the North Municipal Parking Lot but they will be short term.

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

A handwritten signature in cursive script, reading "Abigail deRoo".

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Abigail deRoo, City Marketing Director