

TO: **Shopping Area Redevelopment Board**
▶ Doug Vos, Chair ▶ Laura Gentry ▶ Kori Dick
▶ Eric Barnes ▶ Brian Vanhoven ▶ Andrew Bult
▶ Lee VanKampen
Staff
▶ Abigail deRoo, City Marketing Director
▶ Kristi DeVerney, City Clerk

FROM: Abigail deRoo, Marketing Director

DATE: March 12, 2026

RE: **Meeting Notice**

THURSDAY, MARCH 12, 2026
9:00 AM
Zeeland City Hall –2nd Floor Red Room

AGENDA

1. Approve February 12, 2026 minutes
2. Match on Main Grant
3. Downtown Calendar
4. Project Updates
5. Other

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, February 12, 2026 at 9:00 A.M.

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

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

1. **APPROVE MEETING MINUTES**

A motion was made by VanHoven and supported by Dick to approve the January 8, 2026, meeting minutes. All present voting aye, Motion Carried.

2. **APPROVE MEETING MINUTES**

A motion was made by Gentry and supported by VanHoven to approve the January 22, 2026, meeting minutes. All present voting aye, Motion Carried.

3. **INTRODUCTION**

deRoo noted SARB has three (3) members (Vos, Barnes, VanHoven) whose terms are expiring on February 16, 2026. Because all of these members have completed the Consideration for Appointment form, their reappointments will be on the City Council's meeting on Monday, February 16, 2026.

4. **PARKING**

deRoo received a 2nd draft, from Mission North, which included recommendations for midterm action.

The Parking Steering Committee (deRoo, Barnes, Gentry, VanHoven along with two (2) Planning Commission members, Community Development Director, City Manager, and Assistant City Manager/Finance Director) met on January 12, 2026, to discuss what has worked and how to address new concerns. Some of the concerns and comments that were noted by the SARB members that attended the meeting were as follows:

- Tenants stress having to move their vehicles every day along with parking during snow removal times
- Current long term parking caps at 48 hours before having to move their vehicles, and reduces to 24 hours (during winter with snow removal)
- There is still confusion about where to park
- Parking for the new El Rancho restaurant will need to be watched closely

- Options for city ticketing on private property
- Stripe lines on Elm & Cherry
- Stripe lines on W Main
- Striped lines create extra parking spots
- More signs are good
- Vehicles can park on Central Ave
- Education, signage, communication, and enforcement are priorities
- Elm Street, north of the railroad tracks, could potentially be a parking lot for tenants but would need safety protocols
- Police Department can enforce tickets within the City's leased parking lots

deRoo reminded the SARB members that their top priorities regarding parking are as follows:

- 1st Priority – Customers
- 2nd Priority – Tenants
- 3rd Priority – City employees

Also noted, the off-street parking is a combination of 27 public and private lots (public parking is offered in 6 lots) which many lots but a relatively small area.

The Mission North report addressed some other discussion items such as:

- Recommendations for Quick Action
 - o Prioritize management and education by improving signage along loading areas on the business sides of the North and South municipal lots. The members considered adding a fire lane striping or painted curb. For compliance, increase enforcement to the extent needed which may include raising the ticket price.
 - o To enhance the Police Department's effectiveness in parking enforcement, explore ways to provide ticket-writing software and hardware to track time in parking lots. Writing tickets does not need to be done by a police officer. One SARB member was suggested to have a person that could be in a golf cart (or something similar) to shuttle people back and forth to their vehicles, especially if they parked in one of the outer lots. This person could also potentially write tickets.
- Targeted Supply Enhancements
 - o Explore adding a lot as a free and less restricted option for residents to park on the east side of Elm just north of the railroad tracks. Contacts have been made with Zeeland Family Dentistry to potentially partner with them to use their parking lot after hours. Private property owners would be responsible for signage and enforcement. Potentially Macatawa Bank and Hulst Jepsen would consider a lease agreement with the City for after-hour parking.
- Recommendations for Midterm Action
 - o Consider residential parking permits; close parking spaces for a fee with further-out parking free. Consider using spaces in the far ends of the North and South lots.

- Continuing managing parking in the long term, the City will need to assess their capacity and use. SARB members stated contractors use too many parking spots.
- Cost sharing options include:
 - Charging for certain parking, such as residential or employee permits, parking for construction, etc. This is helpful when managing where people park.
 - Special assessment for parking
 - Potentially from Brownfield Authority, tax increment financing to support parking infrastructure
 - Developments pay into a City fund dedicated to parking operations and/or infrastructure based on the development's parking demand.
- Longer-Term Recommendations
 - Consolidate parking into larger City-owned lots or a parking garage for off-street parking options & improve the City's long-term ability to provide parking. SARB members discussed a parking deck downtown that could eventually replace the North parking lot. New development on Washington would also need parking.

Parking will continue to change in the next several years due to how many parking spaces are needed for customers, tenants, and employees.

5. **DOWNTOWN PROJECTS**

None to report.

6. **OTHER**

deRoo stated there may be street events that will be impacted by the Church Street construction project this year. Some events may not fit the original footprint (ex. Car Show). Because of this, SARB may need to consider a smaller footprint downtown or move events from downtown to another location. SARB members want to keep events downtown with the potential of closing traffic on Main Street during events.

deRoo suggested closing Elm Street (between Cherry Street and Main Street) for events like Zeelmania. The SARB members were not necessarily in favor of that and noted that Zeelmania could potentially head north on Elm Street instead.

deRoo noted the goal will be to always keep access to the South parking lot during Church Street construction.

A motion was made by Gentry and supported by VanHoven to close the meeting at 10:09 A.M. All present voting aye, Motion Carried.

Kristi DeVerney, City Clerk

DOWNTOWN ZEELAND

2026 CALENDAR OF EVENTS

Sat., March 28	Easter Egg Hunt	Thurs., July 23	Music on Main*
Sat., May 23	Spring Peddlers' Market* <i>An Artfully & Tastefully Curious Faire</i>	Tues., August 4	National Night Out* ELM STREET
Mon., May 25	Memorial Day Parade*	Thurs., August 6	Music on Main*
Thurs., June 4	Music on Main*	Thurs., August 6	Ice Cream Social DEKKER HUIS MUSEUM
June 10–July 29 <i>every Wednesday</i>	PopUp in the Park with Howard Miller Library	Wed., August 12	Sweet Summer Night* <i>Outdoor Movie & Treats</i>
Thurs., June 11	Zeeland's Chalk Fest*	Thurs., August 20	Music on Main*
Thurs., June 11	Music on Main*	Mon., September 7	Labor Day Truck Parade*
Tues., June 16	City on a Hill's 20 year Celebration LAWRENCE STREET PARK	Sat., September 12	Fall Peddlers' Market* <i>An Artfully & Tastefully Curious Faire</i>
Thurs., June 18	Music on Main*	October 1-3	Pumpkinfest*
Tues., June 23	Zeeland Zoom 5K*	Fri., October 30	Downtown Trick or Treat*
Thurs., June 25	Music on Main*	Thurs., November 26	Zeeland's Turkey Trot 8k*
July 6-27 <i>every Monday evening</i>	Zeelmania*	Mon., November 30	Magical Christmas Parade* and City Tree Lighting Ceremony
July 7-28 <i>every Tuesday evening</i>	Soundz of Summer Concert Series LAWRENCE STREET PARK	December 4-5	Feel the Zeel of Christmas
Thurs., July 9	Music on Main*	Sat., December 5	Sinterklaas DEKKER HUIS MUSEUM
July 10-11	Show & Shine Car Show & Cruise*	Sat., December 12	Wreaths of Honor Laying Ceremony ZEELAND CEMETARY
Wed., July 15	Community Waterslide ZEELAND CHRISTIAN SCHOOL	Sat., Feb. 20, 2027	Plaiderdag Chili Crawl
Thurs., July 16	Zeeland Fire & Rescue Pig Out LAWRENCE STREET PARK		

FOR MORE INFORMATION VISIT WWW.FEELTHEZEEL.COM

*EVENTS THAT CAUSE STREET CLOSURES. Please visit www.feelthezeel.com for specific street and lane closure details.



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