

**Brownfield Redevelopment Authority
Minutes of
March 31, 2026**

Pursuant to public notice duly given, the meeting of the Brownfield Redevelopment Authority of the City of Zeeland, County of Ottawa, Michigan, was convened in open session at 4:00 p.m., local time, on Monday, March 31, 2026, at the Zeeland City Hall, 21 S. Elm Street.

Vice Chairperson Blanton called the meeting to order at 4:00 p.m. A roll call of members was conducted.

PRESENT: Vice Chairperson Blanton, Andy Boatright, Tim Klunder, Tim Maday, and Jeff Roon.

ABSENT: Mayor Rick VanDorp

GUEST: None

Staff present: Finance Director/ACM Kevin Plockmeyer and City Clerk Kristi DeVerney

Motion was made by Klunder and seconded by Maday to excuse VanDorp due to personal reasons.

Motion carried. All voting aye.

Visitor/Public Comment

There were no visitors or public comments.

Communications/Reports:

None

Public Hearing

None

Action:

Approve minutes of October 14, 2025

Motion was made by Boatright and seconded by Maday

Motion carried. All voting aye.

Unfinished Business:

None

New Business:

Brownfield Tax Increment Financing Policy

The Brownfield Redevelopment Authority reviewed an updated draft of our Brownfield Tax Increment Financing Policy on October 13, 2025, and was reviewed with City Council on November 3, 2025.

We are now proposing that the Brownfield Redevelopment Authority approve the Amended

Brownfield Tax Increment Financing Policy. The proposed amendments are exactly as shared at the October 13, 2025, meeting. The Authority approved the amended policy, so it will then go to City Council for final consideration.

Motion was made by Boatright and seconded by Maday to approve the Amended Brownfield Tax Increment Financing Policy.

Motion carried. All voting aye

Community and Economic Development Financial Incentive Policy

In conjunction with the Brownfield TIF Policy amendments, we are proposing a new policy that looks to bring equity to projects that may seek multiple financial incentives. While some projects have only sought Brownfield incentives, more recently, projects have looked to layer incentives such as Commercial Rehabilitation Incentives, Brownfield Incentives, property purchases, etc. As stated above, the new policy looks to establish equity between projects by creating target maximum percentages of incentives offered to projects. This new policy was presented to the Brownfield Redevelopment Authority on October 13, 2025, and the Zeeland City Council on November 3, 2025.

An updated draft of the policy (dated 3.7.26) was provided. It is in substantial alignment with the policy presented on October 13, 2025. The key addition to this updated draft is a reference that will require projects that occur within the City's Central Business District (downtown) that are new or create significant alterations to an existing building, and seek financial incentives for the project, to complete a public parking analysis. Given the strains (perceived or real) on the city's public parking system because of developments within our Central Business District, we feel this parking analysis is appropriate if the project is seeking financial incentives to support the project.

Like the Amended Brownfield Tax Increment Financing Policy, staff proposed that the Brownfield Redevelopment Authority approve the Community and Economic Development Financial Incentive Policy (draft 3.7.26). The Authority approved the policy, so it will then go to City Council for final considerations.

Motion was made by Maday and seconded by Boatright to approve the Economic Development Financial Incentive Policy (draft 3.7.26).

Motion carried. All voting aye

Motion was made by Boatright and seconded by Maday to have Klunder run the meeting as Blanton recused herself for conflict of interest for the next item on the agenda.

Brownfield Plan/Act 381 Work Plan – JR Automation – 800 E. Riley St.

At the March 31, 2026, Brownfield Redevelopment Authority meeting, the board considered an amendment to the City's Brownfield Plan for 800 E. Riley (JR Automation). Our Brownfield consultant, Samantha Mariuz, Fleis & VandenBrink; provided information and the site-specific provisions (Brownfield Plan Amendment) for the 800 E. Riley project. A resolution for approval consideration was provided to the Authority at the meeting.

Samantha provided a thorough overview of the proposed project for the Brownfield Authority's consideration. A few items of additional note for the Authority's information are:

- As noted in the plan and Samantha’s information, the developer will seek reimbursement of \$4,101,975 in eligible activities. For its part, the city (BPW) will seek \$4,531,000 for Phase I infrastructure improvements (adjacent to site) and potentially \$4,000,000 for Phase II improvements (exploring a roundabout at the corner of Main/Fairview).
 - It is currently anticipated that the city will bond for a portion of the infrastructure improvements, using tax increment financing from the project to pay the bonds.
 - When including our local brownfield administration fee (5%) a total estimated amount of \$13.7 million would be collected through the TIF. Of this amount, approximately \$6.2 million (46%) would be city tax dollars, while the other revenue would be from other local tax sources. There are no state education or school operating taxes included in the tax capture.
- The administrative provisions (administration fee, percentage of annual collection to city, etc.) within the Brownfield Plan are consistent with the City’s Brownfield Tax Increment Financing Policy (with proposed amendments).
- Estimated calculations of the tax incentives are consistent with the provisions in the City’s Brownfield Tax Increment Financing Policy (amended) and proposed Community and Economic Development Financial Incentive Policy
 - The total estimated financial incentives (IFT and TIF) to JR Automation are 20% (no more than 50% per policy) and 5.63% (no more than 40%) for Brownfield incentives. Interestingly, on a per square foot basis, the proposed incentives are \$50.54. In four “recently” approved incentive projects (CRA and/or BRA TIF) the average was \$50.99 per square.
- From a procedural standpoint, should the Brownfield Redevelopment Authority approve the Brownfield Plan Amendment for 800 E. Riley, it would then go before Zeeland City Council. It is anticipated that Zeeland City Council will consider a resolution at their April 6, 2026, meeting to set a public hearing on the Brownfield Plan Amendment at their May 4, 2026, meeting. City Council would then hold a public hearing and consider approving the Brownfield Plan Amendment. Finally, a reimbursement agreement (sample in the Brownfield Plan) will be required to be approved between the Brownfield Authority/City and developer before any tax reimbursements are made.

Tim Maday, who is also on the Ottawa County Landbank Authority, noted that this project qualifies for Brownfield status and related tax capture due to the Landbank taking a temporary controlling interest in the property. When a property is under the control of the Landbank Authority, it becomes eligible for Brownfield status, including tax capture for public infrastructure improvements. He stated that he was thankful for the support of the Ottawa County Landbank Authority on this project.

Additional people showing support were the following:

- Roman Wilson, Fishbeck consultant
- Joel Cooper, JR Automation owner’s representative
- Ryan Ferrier, Lakeshore Advantage representative

The Brownfield Redevelopment Authority members discussed reimbursement and timeline structure.

Motion was made by Boatright and seconded by Roon to a resolution to amend the City’s Brownfield Plan to include the 800 E. Riley project as outlined in the plan amendment. Motion carried. All voting aye.

Vice Chair, Blanton, returns to chairing the rest of the meeting.

Brownfield Plan Amendment #1/Act 381 Work Plan – 17 E. Main LLC – 17 E. Main Ave.

At the March 31, 2026, Brownfield Redevelopment Authority meeting, the board was asked to consider amendment #1 to the City's Brownfield Plan for 17 E. Main, LLC.

Our Brownfield consultant, Samantha Mariuz, Fleis & VandenBrink, provided a thorough overview of proposed amendment #1 for the Brownfield Authority's consideration. The amendment is largely administrative in nature – no substantive financial changes.

As way of additional background, the Brownfield Plan approval information was presented to Zeeland City Council on March 3, 2025. A resolution for approval consideration for amendment #1 was provided to the Authority. The Brownfield Authority approved amendment #1 so it will then go to the City Council for consideration.

*Motion was made by Klunder and seconded by Maday to approve a resolution for amendment #1 to the Brownfield Plan for 17 E. Main, LLC Redevelopment.
Motion carried. All voting aye.*

Other

None

Adjourn

*Motion was made by Boatright and seconded by Maday to adjourn the meeting at 4:26 p.m.
Motion carried. All voting aye.*