

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

PRESENT: Board members: Barnes, Bult, Dick, Gentry, VanHoven
ABSENT: VanKampen, 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 Gentry to approve the February 12, 2026, meeting minutes. All present voting aye, Motion Carried.

2. **MATCH ON MAIN GRANT**

deRoo noted the State is offering a potential reimbursement grant for qualified downtown district applicants. The grant is up to \$25,000 (with 10% from applicant) for activating new space or growing their business. Some examples include main floor improvements, expanding into new space, adding a patio, and upgrading technology. Points are given to the business application as to how it benefits the community.

The City of Zeeland can submit up to two business applications to the State for review. However, only one, potentially, can be chosen. The City of Zeeland needs to have their selections to the State by April 20, 2026. If a business applicant is not chosen this year, they may apply again next year, if the grant is still available.

3. **DOWNTOWN CALENDAR**

The Memorial Day Parade's route was discussed due to construction on Church St. The route will not run on Central Ave. but will run on Lincoln St. instead.

4. **DOWNTOWN PROJECTS**

Mural Project – Call to Artists applications will be available soon with a budget of \$25,000. The Marketing Department is hoping to create two murals this year. The locations being pursued are the southeast walls of 122 E. Main (Adorned Home) and suspending a removable mural within the passageway at 137 W. Main.

Main Street Auto Project – City staff is preparing the RFP for 303 E. Main and hope to have it ready to publish May 5, 2026. Proposals are due on June 30, 2026. The building will be torn down and replaced with multi-story building. There are 2 private property homes (on the side and back side) of the Main Street Auto property that could potentially be included in the project, if developers find the property owners to be interested in selling.

5. **OTHER**

Parking - VanHoven noted that he had recently talked to Public restaurant's owner, Luke Grill about parking downtown. He is in favor of a parking garage as his parking lot is usually full around lunchtime. SARB speculated that the full parking lot is due to lack of parking enforcement – noting that employees from Moxy Dental, Royal Cutz and downtown apartment tenants are ignoring the four-hour parking rule. Additionally, it was suspected that The Social homeschool program might dismiss at noon, which fills the parking lot with parents picking up their children.

SARB indicated that there is likely several reasons that the lunch hour crowd has declined – in addition to parking – increased food pricing, increase of restaurants means more competition, several restaurants in the Holland/Zeeland area with similar menu items.

Board members also noted that buildings and apartments are being built that don't have enough parking for their customers, tenants, and employees.

Dumpster Update – City of Zeeland is working with the City Attorney for a ruling that the city could offer dumpster service to downtown properties as a utility, which would mean that the city contracts directly with the waste hauler, and ideally create a more efficient and equitable service. Gentry noted that her Waste Management rate was increased 20% this year.

April Meeting – May need to have an April meeting for the RFP. deRoo will follow up with the Board if this is necessary.

A motion was made by Dick and supported by VanHoven to close the meeting at 9:49 A.M. All present voting aye, Motion Carried.

Kristi DeVerney, City Clerk