



MEETING MINUTES

September 8, 2015

Voting Members Present: Joel Keegstra, Dale Sall, Ken Jipping, Dr. Brad Dykstra, Philip Koning, Greg Slater, and Mayor Don Van Doeselaar

Non-Voting Attendees: Michelle Fare, Jan Sal, Dan Strikwerda, and Patrick Waterman

Voting Members Absent: Larry Gemmen, Doug Butterworth, and Steve Guikema

1. Call to Order:
Chairman Sall called the meeting to order at 7:30 a.m.
2. Minutes:
There was a motion by Dykstra, support by VanDoeselaar, and unanimous approval to accept the minutes of the August 11, 2015 meeting.
3. Finance:
Sal reviewed both Fund 247 (TIF) and Fund 248 (DDA Operating). She noted that it is early in the year so there has not yet been a lot of activity in either fund. In both funds, most of the taxes have been collected. It was also noted that all bond payments paid have been paid, so the DDA is now debt-free.
4. Bylaw Compliance:
Fare reviewed the recommendations for changes to the DDA bylaws. The DDA agreed to have these edits brought back to the October meeting, which will be held as a special meeting, for adoption. The changes will then need to be approved by the City Commission.
5. Greg Holcombe & Bill Johnson:
Fare shared that per Holcombe & Johnson's recommendation, the DDA and Nucleus Group will provide them with a listing of projects that they are committed to in the next 3-5 years. Using that information, they will provide a revised sketch of downtown and will participate in a joint meeting with the DDA and Nucleus Group in late October. Waterman noted that the DDA budget will need to be amended to cover the cost of these professional services that have been approved.
6. Fall Sponsorships:

Fare reviewed the past sponsorship commitments and the proposal for sponsorships for fall 2015 events and 2016 sponsorship packages.

There was a motion by Koning, support by Dykstra, and unanimous approval for a \$1,000 sponsorship of Urban HayDay, a \$1,000 sponsorship of the Holiday Parade, and up to a \$3,000 title sponsorship for 2016.

7. Farmer's Market Feasibility Study

Fare reviewed the plan for doing a feasibility study for the Farmer's Market project. She noted that she had acquired three bids ranging from \$10,000 to \$50,000. The recommendation is to use Growing Hope, the lowest bid to perform the study. She noted that the timeline for completion of the study has been moved up due to the needs of the property owner. Discussion was held regarding the questions the study should address. Waterman shared that he expects the City Commission to be involved in the funding of the market should the study come back positive.

There was a motion by Jipping, support by Dykstra, and unanimous approval to allocate \$10,000 towards a market feasibility study and to accept the proposal from Growing Hope to immediately proceed with the study.

8. SWOT Analysis

Fare asked the DDA board to review the SWOT responses from the team and to share if they had any additions or anything they didn't agree with. The following were added:

- Strength: Chamber and DDA working together
- Opportunities: Continuing increases in taxable value of properties
- Threat: Legislation that could re-set base year for taxable value

9. Project Updates:

- a) The Imagine Hudsonville 2030 Master plan received the highest award for the State of Michigan, the Daniel Burnham award.
- b) The former Summergreen golf course is being proposed as a plat subdivision. The project has received preliminary PUD approval. They are now working on engineering. The proposal includes 59 housing units and includes the creation of a city park with a new pathway connecting New Holland Street to the high school campus.
- c) 3240 Prospect Street has been purchased for \$52,000. Demolition will likely occur in November.
- d) City staff and Meekhof Electric are still working on a schedule for the Chicago Drive streetlight project.
- e) Work continues on the underpass project. City staff has been in communication with MDOT, MDEQ and the railroad and the response has been positive. The hydrology study shows that the project is doable. The engineer is in the process of submitting permits to these agencies. This project is anticipated to occur in 2018.
- f) The restaurant project is in process with the Planning Commission. They have received their preliminary approvals and are working on site plan approval with

MDOT to allow for on street parking on Service. Hoping to break ground this winter for a spring/summer open.

- g) Imagine Hudsonville signs have been constructed and are highlighting new projects around town. The first two are up at the non motorized path through Veteran's Park.
- h) There are two ribbon cutting ceremonies next week. For the pathway & The Cottage Barn. All are invited.
- i) Waterman shared that he talked to Al Reitberg regarding the driveway along the School Street building to try to acquire an easement.

10. Adjourn:

The meeting adjourned at 8:15 a.m.

Respectfully Submitted,

Michelle Fare
Executive Director