



MEETING MINUTES

August 2, 2017

DRAFT

Voting Members Present: Philip Koning, Dale Sall, Jack Groot, Greg Slater, Doug Butterworth, Mayor Mark Northrup, and Dr. Brad Dykstra.

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

Voting Members Absent: Larry Gemmen, Ken Jipping, Steve Guikema.

Non-Voting Absent: None.

1. Call to Order:
Chairman Koning called the meeting to order at 7:30 a.m.
2. Minutes:
There was a motion by Sall, support by Dykstra, and unanimous approval to accept the minutes of the June 7, 2017 meeting.
3. Finance:
The financial reports were provided to the board for informational purposes and reviewed by Syswerda.
4. Downtown Marketing/Joint Events
Fare shared a memo with the DDA board about joint events and downtown branding to gauge interest in the DDA playing a role in these efforts. Several members suggested researching a Principal Shopping District designation, which can serve as a marketing arm. Fare will also check with the city attorney about whether we can spend money on marketing if it's not specifically spelled out in our plan.
5. Land acquisition discussion:
Fare shared about a potential land acquisition opportunity and the DDA was interested in discussing the opportunity further at a future meeting.
6. Quality of Life project updates:
Staff shared an update on the quality of life projects including state funding for Harvey Street Phase II, an update on Phase I construction, the hydraulic study for the underpass and striping and signage on service.

7. Private Project Updates:
Strikwerda shared the following updates:
 - Geerlings project is being reviewed for MEDC support
 - ITC has opened in Hudsonville

8. Adjourn:
The meeting adjourned at 8:30 a.m.

Respectfully Submitted,

Michelle Fare
DDA Director