

Downtown Development Authority Meeting Minutes May 18, 2021 – 7:30am

Members Present: Jeremy Borgman, Tom Zuniga, Pierce Roon, Kristin Corner, Rence Meredith, David VanderWall, Ross Stevens, Steve Spriensma, Josh Thurkettle, Adam Elenbaas, Bob Chapin, Mark Alderink

Guests: Brian Sikma, Kevin Yeomans, Summer Rietsma, Sarah Sheppard

Agenda

1. Opportunity for public comment. None Present
2. Approval of the March 16, 2021 meeting minutes:
Motion by Thurkettle to approve minutes, Support by Zuniga – motion passes.
3. Introduction to New Chamber Director Summer Rietsma: Members were introduced to Summer Rietsma, & Sarah Sheppard, Marketing Director for the Allendale Chamber of Commerce.
4. Chamber of Commerce “All-In” Program: Summer & Sarah shared the new campaign to promote positivity in Allendale, “Allendale All-In.” Group discussed how the program could be instituted throughout the community. AAC & board members discussed concept, marketing strategies including signage and social media. Group discussed timing for the campaign, Summer will be following up on potential schedule.
5. Metro Health: Request for sidewalk installation funding at 48th / LMD: Brian Sikma with Highpoint Real Estate, developer working with the new Metro Health Building being constructed, spoke with the board regarding sidewalk installation along the property. This section of sidewalk has a very steep grade that will require significant expense and engineering to install. Per estimates costs are anticipated to be as much as 9x higher than a typical section. Developer requested the DDA Board consider sharing in the expense of installation. Board members discussed, Motion made by VanderWall, support by Chapin: DDA to support 50% of cost exceeding normal investment for sidewalk installation, amount not to exceed \$75,000, with the appropriate amendment made to the budget. Roll Call Vote was taken: All members voted yes, motion passes.

6. Fund Balance Considerations: Moving into next TIF plan; fire station; public utility projects; potential land purchase: Members discussed gathered data regarding emergency call volume within the DDA district. Research shows that, depending on the year, between 60%-72% of calls took place within the district. Members discussed anticipated requests for assistance with the new fire department building. Members discussed current balance of DDA funds and how best to continue to seek the best use of funds to encourage development of the Allendale DDA district.
7. Public comment – None present.
8. Closed Session: Potential Land Purchase: Motion made by VanderWall, support by Alderink: Meeting to move into closed session for the purpose of discussing potential land purchases. Motion passed via roll call vote with no opposition.
9. Closed Session to discuss potential land purchases.
10. Next meeting: July 20, 2021 at 7:30am
11. Adjourn: Motion made by VanderWall, support by Chapin. Meeting adjourned.