

Downtown Development Authority Meeting - Minutes
Special Meeting
June 22, 2021 – 7:30am

Members Present: Bob Chapin, Adam Elenbaas, David VanderWall, Tom Zuniga, Jeremy Borgman, Steve Spriensma, Pierce Roon, Mark Alderink, Joshua Thurkettle, Kristin Corner

Members Not Present: Ross Stevens

Guests: Kevin Yeomans, Summer Rietsma, Sarah Sheppard

Agenda

1. Opportunity for public comment: None Present

2. Township Fire Station: Members continued discussing the proposed cost for the construction of a new township fire station. This topic has been routinely discussed for several years. Group analyzed data gathered for the 2017, 2018, & 2019. 2019 data was viewed in consideration of the Covid pandemic. This included collected data for call volume and where the calls have occurred, comparison to other municipalities, and population growth. Members discussed likely financing sources and their roles; including the Allendale Township, Grand Valley State University, Community members, and the DDA. Proposed cost presented to the Members is approximately 7 Million to construct the station. Members discussed what they believe to be DDA's role and responsibilities are, as well as what members believe would be representative of the desires of Allendale taxpayers and the community as a whole for direction of DDA funds.
Motion made by Alderink: The DDA to contribute to the proposed fire station in the amount of 3.5 Million for 2021, with any un-used portion rolling into 2022. Support by Chapin. Roll Call Vote: Roon – yes, Alderink – yes, Thurkettle – no, Meredith – yes, Chapin – yes, Elenbaas – yes, VanderWall – yes, Zuniga – no, Borgman – yes, Spriensma – no, Corner – yes. Vote tally: Yes – 8, No – 3, motion passes.

3. Chamber of Commerce “All-In” Program: Director Summer Rietsma and Sarah Sheppard presented a marketing plan partnering with Boileau Communications to promote the “Allendale All-In” Program. Detailed strategic plan incorporating social media, interviews, publications, post card mail outs, banners, and other promotional items to grow the brand and promote the “Allendale All-In concept.” Proposed marketing plan with partnership is

estimated to cost around \$100,000. Group discussed process and implementation for the program.

Motion made by Borgman: DDA to support the program with \$50,000 for the remainder of 2021 and \$50,000 for 2022. Support from Chapin. Role Call

Vote: Alderink – yes, Meredith – yes, Chapin – yes, Elenbaas – yes, VanderWall – yes, Zuniga – yes, Borgman – yes, Spriensma – yes, Corner - yes. Vote tally: Yes - 9, No – 0, motion passes.

4. Next meeting: July 20, 2021 at 7:30am
5. Adjourn: Motion by VanderWall to adjourn, support Chapin, meeting adjourned.