

Downtown Development Authority Meeting - Minutes
January 17, 2023 – 7:00am

Members Present: Kellen Brusveen, Bob Chapin, Tom Zuniga, Jeremy Borgman, Pierce Roon, Steve Spriensma, Brent Clark, Rence Meredith, Adam Elenbaas, Angela Hatto, Kristin Corner

Not Present: David VanderWall, Ross Stevens

Guest: Rebecca Wildeboer,

Agenda

1. Welcome to new members – Angela Hatto & Brent Clark were introduced and sworn in to the DDA.
2. Opportunity for public comment – None Present.
3. Approval of the October 18, 2022 meeting minutes – Motion to approve by Zuniga, support by Brusveen. Motion approved.
4. Updates to the Enhancement Program – Group was presented with an edited copy of the TIF Plan for members to review. Members have agreed to review the provided copies prior to the next meeting.
5. 2023 Meeting Dates – Motion by Brusveen to approve dates as provided. Support by Roon. Motion approved.
6. Chamber of Commerce All In Proposal – Group discussed Allendale All In Marketing program which was invested in & implemented last year. Information Summary of the program provided by Rebecca Wildeboer of the Allendale Chamber of Commerce. Members reviewed details and proposed ideas to encourage business & benefit the community. Plans include digital & print marketing, community & events promotion, calendar of events, promotion of Business Enhancement Program, & changing The Announcer to All In The Announcer An Allendale & Surrounding Area Publication. Motion by Meredith to amend Annual DDA Budget to include \$75,000 committed to investing in the Allendale All In! marketing plan for the next 12 months. Support by Brusveen. Roll Call Vote: Brent Clark abstained, all other members present supported. Motion approved.

7. TIF Amendment 14 – Group referenced a provided copy of the TIF 13 plan as provided discussing plans for the upcoming TIF 14 proposed. Members discussed multiple potential investments in the community to provide value for area residents and businesses. Members are considering ideas and plans to be supported over the next 10 years.
8. Election of 2023 Officers - Motion by Meredith to keep acting officers of the DDA for 2023. Support: Brusveen. Motion approved. DDA Chair – Bob Chapin, Vice Chair – Adam Elenbaas, Treasurer – David VanderWall, Secretary – Steve Spriensma.
9. Township Updates – Members were told the Fire Station completion is on track. Special note of gratitude to Pierce Roon who has decided to step down from the DDA after decades of service. Thank you Pierce for all of your service & the lasting impact you have made in our community!
10. Public comment – None present
11. Next meeting: March 21, 2023
12. Adjourn – Motion to Adjourn by Roon, support by Chapin. Meeting adjourned.

Downtown Development Authority Meeting
2023 meeting dates
All meetings are at 7:00am

Below are dates following the previously used “3rd Tuesday of the month”

January 17

March 21

May 16

*June 20, if needed

July 18

September 19

October 17

November 21