

TO: Shopping Area Redevelopment Board

- Doug Vos, Chair
- Greg Visser
- Eric Barnes
- Laura Gentry
- Brian VanHoven
- Kevin Klynstra

Staff

- Abigail deRoo, City Marketing Director

FROM: Cindy Humphrey, Recording Secretary

DATE: February 8, 2022

RE: Meeting Notice

**Thursday, March 24, 2022
12:00 p.m.
2nd Floor Red Conference Room**

AGENDA

1. Approve February 10, 2022 Minutes
2. Downtown Updates
 - a. 135 / 137 E. Main RFP
 - b. 120 E. Main
 - c. 140 E. Main
 - d. 3 E. Main
 - e. Sligh Building
 - f. Snowmelt
 - g. Liquor licenses
 - h. Zeeland Festivals update
 - i. other
3. Parking Study information request
4. Support New/Existing Restaurants
5. SARB Vacancy
6. Other

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, February 10, 2020 – 12:00 p.m.

PRESENT: Board Members - Vos, Visser, Gentry, Barnes, & Mayor Klynstra

ABSENT: Board Member VanHoven

Staff: Marketing Director deRoo, Recording Secretary Humphrey

The meeting was called to order at 12:00 p.m. by Chairman Vos.

- 1) Motion was made by Board Member Barnes and seconded by Board Member Klynstra to approve the minutes from the January 13, 2022 meeting as presented.

All present voting aye, **Motion Carried**

- 2) Project updates

- a. 135/137 E. Main RFP

deRoo presented to the Planning Commission and City Council and both liked what they saw. The closing on the property is on Friday, and the RFP will be sent on Friday afternoon to approximately 80 developers with a deadline of March 31. The RFPs have not been floated at all. We are looking for a conceptual sketch with identifying what their project would include and what their financial capability is or if they would pursue any grants, and if they have partners in mind, etc. Typically, the developer has a little bit invested. deRoo showed the Board a prioritized list of items. The only things off the table would be single-story building, ground office space, low quality materials, no passageway. Anything else would be absolutely considered. Once we get the proposals, the staff will review, then SARB, Planning Commission with the site plan, and City Council will all review.

- b. 120 E. Main

This is the Elbow Room building. Joe Haveman has brought in Bryan Lanser as a partner as well as a couple other silent investors. They are pursuing the ERP grant and it is a total building renovation grant. They are looking to tear off the second floor and rebuild it. Currently, there is one usable and one unusable apartment upstairs. They would like to put 4 apartments on the second floor and seek a variance to put a handicap-accessible apartment in the back banquet room of the ground floor, and then white box the restaurant and the front space with the hope that it would become another restaurant. Adding the ground-floor apartment hinges on securing the grant. The timeframe for grant processing is approximately 6-9 months and must be complete within 2 years.

- c. 140 E. Main

Mitch Bakker owns this building next to Tripelroot. There are two phases to this rehab project. The open Rental Rehab Grant application through CDBG has not been submitted for the second floor, as you cannot have an open rehab project in

the same building that is not affiliated with the grant, which is just for apartments. This is why he has not been able to touch the first floor, as he does not want to lose eligibility on his first grant. Mitch needs to make some decisions to determine which project makes the most sense to complete first.

d. 3 E. Main

The corner of State and Main. Midwest is still working through details with the 911 building, and our City attorney is working on the purchase and development agreement. They would also pursue the CRP grant. The 911 building would come down and the Midwest project would potentially be 2 phases. The availability of funding from the State will determine if it is 1 or 2 phases.

e. Sligh Building

GDK needed to rezone, which has been approved. The City has voted to vacate Maple and now the parking needs to get figured out with consideration of Cityside school and hopefully a new restaurant coming in.

f. Snowmelt

Aesthetic design decisions are beginning, such as how the sidewalks get put back once taken out with landscaping. The intent is to put most back the way they were. Tim Maday's office is working through the special assessment process. We are hopeful the grant is still available will follow the special assessment timeline. Staff will get more serious about it and it will go to City Council either at the end of this month or the first meeting in March.

Other things that need to be considered are the sidewalks are all public right-of-way, while some buildings have insets that are private property. There is concern about the consequences of tearing that up. A decision should be made if they should be snow melted and if it is a private expense or if it would be a grant reimbursable expense.

g. Liquor licenses

StrEATs' license was approved by City Council, and they have shipped their application off to the State. It may take 3-6 months. The initial license will allow them to sell alcohol inside. However, they have applied for a carry-out license, but it does not license their back patio yet, and Jim Storey advised that applying for both at the same time would slow things down.

Teresa VanderZwaag from The Farmhouse has purchased the Elbow Room license and has applied to the State to have it transferred to Franks originals and the building next to Franks with the intention to use it on the 136 side and open another business on that side called Franks 2, which would be a later afternoon and dinner restaurant. When Frank's closes after lunch, Frank's 2 would open serving alcohol and utilize the kitchen on Frank's side. Teresa has started to submit her applications to the city. She will need a site plan review and a special land use to serve alcohol on the property.

Le Crème is also considering a development district license. They are on the Planning Commission agenda for March for a site plan review to be considered to serve alcohol. We do not have their license application yet, but that should be filed with their site plan review.

3) New Business

a. Gateway projects

We asked Greg Holcomb and the guys from Johnson Hill to put together gateway concepts for the East side of State and Main and the end of the Sligh block. This would give staff some direction on how to pull a project together there. The concept shows beautiful landscaping, with cross walks and corners. On the Sligh block end, it suggests buffing out the corners a little bit more, which could help Cityside with traffic concerns. This intentionally includes the Sligh block as part of downtown. They are just concepts, they are not planned for, but it is deRoo's hope that they would be considered in the snowmelt project.

b. Zeeland Festivals update

Interviews have taken place for the Zeeland Festivals Director and it has been narrowed down to two candidates. It is hopeful to be able to keep both, one as the Executive Director and the other as an Events Coordinator. The Executive Director would coordinate most events, however, the Coordinator would get 2-3 events in between busy times, which would allow the Executive Director to grow the bigger events. The budget needs to be examined to see if it a possibility. Both positions would work from their home.

4) Other

Moxy Dental had quite a bit of back and forth during the last Planning Commission meeting. Although it was long, it is good that people can attend a public meeting and be heard. The Planning Commission directed the City Attorney to put together a Resolution stating the findings of the hearing were to deny the application of Moxy Dental. They went on record with an intent to deny at the next meeting. Moxy Dental's option at this point would be to go to the Board of Zoning Appeals.

deRoo mention that she had coffee with Vince Doyle, new owner of Zeeland Bakery, and he is loving it, and is planning on buying the building. Harvey is still helping.

Tripelroot now has top shelf bourbon available neat or on the rocks, and they are hoping to have their outside heaters installed in their biergarten before next weekend.

The Recycling containers now have locked lids so only cardboard can go in.

5) There being no further business to conduct, Chairman Vos adjourned the meeting at 1:10 pm.

c  _____
cretary