

MEMORANDUM OF MEETING  
**SHOPPING AREA REDEVELOPMENT BOARD (SARB)**  
Thursday, January 12, 2023, at 9:00 am

PRESENT: Board members – Vos, Visser, Barnes, Gentry, VanHoven,  
Mayor Klynstra

ABSENT: None

Staff: City Manager Klunder, Marketing Director deRoo, Recording Secretary  
Humphrey

The meeting was called to order at 9:00 a.m. by Chairman Vos.

- 1) Motion was made by Board Member Klynstra and seconded by Board Member Barnes to approve the minutes from December 8, 2022, with one amendment in Item 6, to reflect Board Member Visser adjourned the meeting.

All present voting aye, **Motion Carried**

2) **SNOWMELT OPERATIONAL ASSESSMENT DISCUSSION**

deRoo let the Board know that it has been brought to staff's attention that some of the larger property owners who are not used to paying a property assessment are surprised/concerned about the assessment. We have not gotten much feedback from the smaller parcel owners. Staff did have a meeting to determine if there needs to be discussions with SARB and the snowmelt committee. They decided they are not at that point yet. A proposed assessment needs to be calculated for each parcel, then City Council will decide how the cost will be levied and shared, (by special assessment, utility fee, or millage increase). deRoo stated that it is early to be making decisions about waiving any parcels, and she wanted to hear what, if anything SARB members might be hearing.

Vos shared that he had heard from a school board member and First Christian Reformed church through Jed Mulder. Jed had heard that North Street Church also shared the same idea, that the snowmelt won't just benefit downtown business, that the community as a whole will benefit from it by coming downtown to walk in the winter. The school board member wondered if the City might pay a portion, maybe 25% or 30% of that assessment and the property owners to pay the rest. However, the board member was initially under the impression that the assessment was based on the entire square footage of the property. Vos did inform him that it was on the square footage of the sidewalk.

City Manager Klunder indicated that a staff member has had some discussion with both North Street Church and First Christian Reformed. Their reaction was that it is a lot of money, but it is going to be a nice benefit. There have been some conversations with the school, and they may have had some misunderstanding, as the school is

typically exempt from special assessments, and City staff initially took their silence, or lack of comment as the school not having any concerns or issues. Klunder stated next Thursday, staff will begin working out specific details regarding what gets assessed. Some considerations will be in unique situations such as a business that has a bump-out in front, will they pay for the area of the whole bump out versus the property next to them, or properties who are on a corner and have two sidewalks, or will there be a cap on large properties.

Mayor Klynstra mentioned that Mr. Wilson has stated several times that he feels the citizens should pay for it rather than entirely by the business owners. Klunder's response to that was that the City (with tax payer dollars) is paying for the entire installation, and essentially, the community is paying for a portion of the entire project. At the December downtown meeting, it was shared that the city is planning to levy a 100% Operational Assessment. This would account for a sustainable system, which would start putting money aside for boiler replacements down the road. Klunder feels there may be an opportunity to take the boiler replacement cost out of the Operational Assessment, which would bring the price down.

deRoo mentioned that the City of Holland charges their churches and exempt properties more than their commercial properties for snowmelt, because they are not paying taxes. Barnes shared that from his perspective as a pastor, he feels it's only right that churches have to pay something, as they do not pay taxes. Gentry agreed with his sentiments and suggested that some years, it may be extremely low as we have not had many days with snow this year. Klunder noted that even though there may not be snow, the system is still running in idle mode, so there would be at least a minimal cost. He believed the school assessment works out to be between \$13,000 and \$18,000. Klunder conveyed to the board, that the school board has to agree to a new special assessment. Mayor Klynstra interjected that possibility was discussed, and one option would be to not snowmelt their sidewalks. Klunder offered another option such as increasing the other property owners in order to offset the school's portion or install the system and use valves to shut off just their frontage. It was noted that none of those options are ideal.

deRoo recapped by asking the board to keep the City informed about what they may hear from other downtown property owners, as Klunder mentioned, it is very helpful for City staff to be aware of the concerns on the street. She mentioned again that staff are working on what the projected costs will be, and that City Council would need to make decisions on direction of how it would be assessed. deRoo also restated that staff would regroup with those property owners and that at this point it is still the plan to move ahead with the operational assessment.

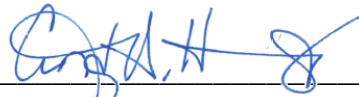
### 3) **PROJECT UPDATES**

- Passageway Project – deRoo is excited to be able to share much more with the board very soon. Staff is working very closely with Steve Sterkin and the developers. They have a strong perspective tenant, their plans have expanded since the original RFP response. They would like to start as soon as possible, however, that may be dependent on incentives they need to chase.
- 3 East Main. There have been conversations, but no action there.

- Alcohol licenses - StrEATS license, according to the State website, has been “sent to administration for docket preparation.” La Crème has submitted all necessary paperwork, has had the onsite investigation, and deRoo is hopeful they are on track to have their license by spring. Frank’s East is looking to put in a permanent bar on the West wall. They are not expected to lose any seats in the process and it will enhance their interior presence. As they already went through the site plan review process, it is a matter of internal administrative approval. They are now open every night for dinner.
- The Sligh building is moving along. The back building has the inside cement poured now, and the inside framing is in progress.
- Plaiderday will be on February 25<sup>th</sup> from 2pm to 5pm and is sponsored by Annie Lane Bridal & Get Togethers, and the tasting locations are Get Togethers, Apothecary & Home, Franks, The Heart in Home Group Real Estate, Main Street Bicycle Co, StrEATS Taco Kitchen, Tripelroot and Zeeland Police & Fire at Zeeland Framework. Tickets can be purchased on the City Website and clicking on Events – Winter – Plaiderday.

There being no further business to conduct, a motion was made by Board Member Klynstra and seconded by Board Member VanHoven to adjourn the meeting at 9:43am.

All present voting aye, **Motion Carried**



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Cindy Humphrey, Recording Secretary