

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)

Thursday, January 14, 2021 – 12:00 p.m.

Webex Electronic Meeting

PRESENT: Board members - Vos, Clark, Visser, Barnes, Cheyne, Klynstra

ABSENT: Board members - VanKoevering

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 Cheyne to approve the minutes from the November 19, 2020 meeting.

All present voting aye, **Motion**

Carried

2) **ZEELAND FESTIVALS UPDATE**

deRoo announced that Amanda Westhouse will not be renewing her contract with Zeeland Festivals. As the Zeeland Festivals budget is almost solely based on events and sponsorship, they would need to postpone the renewal of her contract, and will hold off until activities are able to resume. Fortunately, Amanda has a home business that has really taken off and offers her a better financial choice at this time. In the absence of a director, the Festivals Board will pinch-hit. We do not expect to have Zealmania or the craft show, however, there are reserve funds available for activities that do come up such as the Memorial Day Parade, Pumpkin Fest, and the Christmas Parade that are possible. Any Zeeland Festivals communications will most likely come from Board Members. These include: Ginger Smith of ZPS, President; Abby deRoo and Kerri VanDorp share the office of Vice President; Katie DenHerder, Secretary, Lindsey Boersline; Heather Lopez of Spectrum Hospital, and Teegan Ulbrink from the Chamber of Commerce.

Kerri VanDorp will be sending an email with a listing of events that are still a possibility.

3) **SARB SEAT**

deRoo discussed Amy Cheyne's upcoming retirement from SARB in June and possible replacement candidates. The Board is required to consist of:

- 7 Members
- 5 Members shall be nominees of individual businesses within the shopping district and must work within the district
- 1 Member must be a resident within the three blocks of the district
- 1 Member must be a representative of City Government
- A Member is considered to have resigned if they no longer meet the required criteria
- Board action requires at least 3 votes, regardless of number of members present
- Parliamentary procedure must be used.

DeRoo stated that it would be ideal to interview at least two applicants by would be ideal. Abby will put together a list of potential candidates to be approached.

4) DUMPSTER CONTRACTS

In 2019 we put our dumpster contracts out to bid and had only two responses; Waste Management and Arrowaste with Arrowaste coming in much higher. deRoo reminded the Board that the RFPs were sent requesting 2 scenarios regarding billing. One which would have the waste management company bill the City directly and we break down and in turn bill the businesses and renters. The second would be keeping the billing as is where the businesses and renters were billed directly by the waste hauler. The Board chose to accept proposal 2 from Waste Management.

deRoo stated that there continues to be quite a bit of rule breaking which needs to be addressed. A list of possible verbiage for a sign listing the rules was presented to the Board to give input on. See attached list and responses.

After getting feedback on the proposed rules, deRoo informed the Board of an option to get lids with slits in them for the cardboard containers. This would only allow cardboard that is completely broken down to be placed in those containers. It was the general consensus that the lids with slots would be a good option to pursue.

deRoo let the Board know that she will be working with Waste Management to number the containers which will help to better monitor them.

deRoo informed the Board that she would be recommending that City Council accept the Proposal B bid at their next meeting. Also, current rates being charged are from 2017. She is hoping to be able to talk Waste Management into raising the rates only to the 2019.

deRoo let the Board know that she will get with Waste Management and find out what the current rates are for each category and what the starting rate of the contract renewal will be with a new projection.

5) STRENGTH AND MAIN PROJECT

The Marketing Department has been working with David & Brooke, an Ad Agency downtown to start a campaign called Strength & Main. The "Go Live" target is end of January. The campaign is a way to share with the community the strength that we have with the retail and restaurant businesses, what their story is, and where they came from in order to bring the community forward and support these businesses throughout the rest of winter.

deRoo gave a sneak preview to the advertisement created as well as a variety of window decals to be distributed in conjunction to be placed in non retail/restaurant store fronts.

6) There being no further business to conduct, a motion was made Board Member Klynstra and seconded by Board Member Barnes to adjourn the meeting at 1:57 pm.

All voting aye, **Motion Carried**

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DUMPSTER RULES

IA. DUMPSTERS ARE FOR CONTRACTED USERS ONLY

- Clark indicated that “contracted” would make her feel more like she agreed to something.

1B. DUMPSTERS ARE FOR PAYING USERS ONLY

2A. DO NOT ABANDON WASTE ON THE GROUND

2B. ALL TRASH MUST BE PLACED DIRECTLY IN DUMPSTERS

- Barnes thought 2B sounded more straight forward.

3. ALL CARDBOARD MUST BE BROKEN DOWN

4. NO FURNITURE, MATTRESSES, APPLIANCES, CONSTRUCTION MATERIALS OR HAZARDOUS WASTE

5. TRASH AND ITEMS LEFT OUTSIDE OF DUMPSTERS WILL NOT BE PICKED UP

- Barnes felt that if an individual was not adhering to the rules, they would not care if items were not picked up.
- Clark mentioned that there didn't seem to be a need for item #5 in addition to #2.
- deRoo stated that anything outside the dumpsters would eventually get picked up by the city.

6. NO PARKING IN FRONT OF DUMPSTER GATES

7. VIOLATORS ARE SUBJECT TO A \$100 FINE