

MEMORANDUM OF GOAL SETTING SESSION  
Howard Miller Library/Community Center  
14 S. Church St., Zeeland MI  
Monday, January 24, 2022 and Tuesday, January 25, 2022  
5:30 P.M.

PRESENT: Council members – Mayor Klynstra, Gruppen, VanDorp, Kass, Timmer and Broersma

ABSENT: Council members – Lam (1/24 and 1/25), Gruppen (1/25)

Staff present: City Manager Klunder, Asst. City Manager/Finance Director Plockmeyer, Fire-Rescue Chief Tibbets, Police Chief Jungel, Marketing Director deRoo, Clean Water Plant Superintendent Engelsman, Library/Community Center Director Wood-Gramza, ZBPW General Manager Boatright, City Clerk Holmes

**Monday, January 24, 2022**

Assistant City Manager Plockmeyer called the meeting to order at 5:30 p.m. Opening comments were made by Plockmeyer and Mayor Klynstra.

Plockmeyer provided a review of the 2021 Strategic Action Plan Scorecard Assessment. Staff earned 83 points on the 2021 Strategic Action Plan Scorecard.

Each department gave a presentation on the goals accomplished in 2021 and what goals they will be focusing their efforts on in 2022.

The meeting adjourned at 9:00 p.m.

**Tuesday, January 25, 2022**

Assistant City Manager Plockmeyer called the meeting to order at 5:30 p.m.

**Action Steps to Implement the Seven Commitments to Spread the Zeel**

The group reviewed 2021 action steps that were not fully completed to determine which ones to carry forward into 2022.

**Vibrant Downtown:**

- Downtown passageway
- Parking Needs & Assessment Plan
- Downtown Hotel
- Gateway Improvements

**Strong, Safe & Connected Neighborhoods:**

- Improvements to the Business Loop Corridor
- BL196 Crossing
- Non-Motorized System Plan (Policy Decisions)

**Economic Community Development:**

- Sligh Block Development
- 3 East Main
- RRC Program

### Infrastructure/City Services:

- Snowmelt
- Fiber Throughout the City

### Culture Parks and Recreation:

- No Carryover Items

### Financial Sustainability:

- Continue to be Fiscally Responsible

### Organizational Culture

- Government Alliance for Race & Equity
- Wage and Benefit Study

Heather Wood-Gramza led an aspirational exercise. This exercise consisted of creating a new community and what we would like in that community. The rationale for this exercise is two-fold. First, the information emerging from your individual and group ideas will enable the group to determine whether or not the current commitments are aligned with City Council's vision and values for Zeeland. Second, this exercise may generate additional ideas or solidify previously identified goals for 2022 and beyond.

The group then went around the room where each of the six commitments were listed on an easel pad and added what they would like to pursue in each category.

### Commitments to Support the Vision

The group agreed on the seven commitments to spread the Zeel in 2022:

- Vibrant Downtown
- Strong, Safe and Connected Neighborhoods
- Economic and Community Development
- Infrastructure and City Services
- Culture, Parks and Recreation
- Financial Sustainability
- Organizational Culture

The group listed the Action Steps that were generated. There were 17 action steps and each person received 12 votes. The group then voted on the actions steps with the results as follows:

Action Step	Commitment	Votes
Support Current Restaurants and Attract New Independent Restaurateurs	Vibrant Downtown	15
Continue Supporting First Floor Ordinance	Vibrant Downtown	14
Create a Pedestrian Mall Concept in at Least ½ of the Downtown Shopping Area	Vibrant Downtown	5
Sound System	Vibrant Downtown	8
Public Art	Vibrant Downtown	2
Multi-Use Path System Expansion	Culture, Parks and Recreation	9
Bike Repair Stations	Culture, Parks and Recreation	3
Outdoor Community Pool	Culture, Parks and Recreation	8
Enhanced Sports and Recreation Center	Culture, Parks and Recreation	7
Implement Parks Master Plan	Culture, Parks and Recreation	12

More Events in the Lawrence Street Bowl/Amphitheater	Strong, Safe and Connected Neighborhoods	4
Make Huizenga Park Lake Usable	Culture, Parks and Recreation	6
Leadership Development and Succession Planning	Organizational Culture	11
Legal Services Succession Plan & Additional Assistance	Organizational Culture	13
DEI Initiatives (staff recruitment, policy review, training)	Organizational Culture	6
Restore Millage	Financial Sustainability	10
Maintaining Affordable Utility Rates While Maintaining Infrastructure	Infrastructure and City Services	5
Active and Strategic Recruitment of New Industry	Economic Development	4
Year-Round Power Dollars (Zeel Bucks)	Economic Development	0
Identify Areas for Multi-Family Houses	Economic Development	7
Additional Overnight Parking for Downtown (East-end of Downtown)	Economic Development	8
Business Incubator/Co-Working Space	Economic Development	5
Police Exit onto Main Street	Infrastructure and City Services	12
Fire Service Delivery Decision	Infrastructure and City Services	11
Single-Hauler Waste	Infrastructure and City Services	2
Robust Recycling Options for Business & Homeowners	Infrastructure and City Services	1
Informational Web Page/Residential Dashboard/Enhanced Resident Experience	Infrastructure and City Services	10
Autonomous Vehicle Infrastructure	Infrastructure and City Services	2
Snow Melt Neighborhoods	Strong, Safe and Connected Neighborhoods	1
Christmas Neighborhood Lighting	Strong, Safe and Connected Neighborhoods	3
Expanded Neighborhood Connections Program	Strong, Safe and Connected Neighborhoods	6
Shared City Hall Customer Service	Organizational Culture	5
Neighborhood Block Parties	Strong, Safe and Connected Neighborhoods	2

City Council will spend upcoming work/study sessions narrowing the list of action steps to include in the 2022 Strategic Action Plan.

The meeting adjourned at 9:05 p.m.

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Pamela Holmes, City Clerk