

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, March 24, 2020 – 12:00 p.m.

PRESENT: Board members - Gentry, VanHoven, Mayor Klynstra

ABSENT: Vos, Visser, Barnes

Staff: Marketing Director deRoo

There was not a quorum so the meeting was not called to order and no official action was taken on any agenda items.

1) Downtown Updates

a) 135 / 137 E. Main RFP

deRoo reported that staff has fielded several calls on the 135/137 E. Main RFP project. Proposals are due by March 31, 2022.

b) 120 E. Main

deRoo reported that the CRP grant application (part 1) is near complete. Once submitted the MEDC will review and respond, hopefully with a LOI (Letter of Interest) and a proposed grant amount. At that point, the applicant will complete part 2 of the grant application and a grant agreement will be prepared.

c) 140 E. Main

deRoo reported that Mitch Bakker has brought Amy Cheyne back onto his staff and deRoo is scheduling a meeting with Bakker, Cheyne and their architect to hopefully wrap up the CDBG Rental Rehab grant application for this property.

d) 3 E. Main

deRoo reported that after Spring Break, City staff will be meeting with Midwest to work through the purchase and development agreement for this project.

e) Sligh Building

deRoo reported that GDK is planning to break ground the middle of April. At that time Maple Street will be officially vacated.

f) Snowmelt

deRoo reported that the scope of the snowmelt project is now estimated to span over two summers. There just doesn't seem to be enough time in a single construction season to complete the project. As planning continues staff will have a better idea of how the project will be staged.

g) Liquor licenses

deRoo reported that by this time, StrEATs, La Crème and Frank's have all completed their application and approval from the City for their requested liquor licenses. StrEATs and La Crème will now proceed with their applications to the MLCC. At this time there is not a known timeline for when these restaurants will be ready to begin serving, though they all hope to be ready by summer and will apply to be part of the Social District, when their licenses are officially approved by the State.

h) Zeeland Festivals update

deRoo reported that the new Director of Events for Zeeland Festivals is Lynette Lam. There had been discussion around splitting the duties into two positions. That did not yield to be the final conclusion. Lynette has already started working alongside Kerri to become better acquainted with the events she will be handling. The City's Marketing Department and Zeeland Festivals Board are extremely excited about Lynette's involvement!

2) Parking Study information request

At an upcoming meeting, deRoo would like to discuss items that SARB wishes to be addressed in a downtown parking study.

3) Support New/Existing Restaurants

City Council made it a goal for the coming year to support new/existing restaurants. deRoo plans to establish a committee to investigate this further. deRoo would like to discuss this at the next SARB meeting.


4) SARB Vacancy

It was noted that there is still one vacant seat on the SARB board.

5) Other

deRoo has had requests from 2-3 potential retail businesses that are/were looking for locations downtown, however, there are currently not any openings. In theory, this is a good problem to have, however, are there buildings downtown are not currently serving their highest and best use? deRoo would like SARB to discuss this at an upcoming meeting.

11/15/2017 10:00 AM



Abby deRoo, Marketing Director