

MEMORANDUM OF MEETING  
**SHOPPING AREA REDEVELOPMENT BOARD (SARB)**  
Thursday, April 13, 2023, at 9:00 am

PRESENT: Board members – Vos (9:05am), Barnes, Gentry, VanHoven,  
Mayor Klynstra

ABSENT: Visser

Staff: Marketing Director deRoo, Recording Secretary Humphrey

The meeting was called to order at 9:00 a.m. by Mayor Klynstra.

1. Approval of the minutes from March 9, 2023, was tabled until the next meeting.

2. **GUEST INTRODUCTION**

Scott Ingersoll and Michael Gritzmaker introduced themselves, indicating that they will be opening “The Gritzmaker” in the old Elbo Room when construction is done in August/September. The restaurant will be family friendly with hand crafted and local food.

3. **GIFT CARD PROGRAM**

The Restaurant Support Committee, comprised of Eric and Laura, as well as Katie Webster, Teresa VanderZwaag, Jeff Costello and Sheri Holstege. These individuals represent both restaurateurs and local supportive customers. Regarding the gift card concept from this group, deRoo has contacted Compoto, the company that administers West Coast Cash and has assisted the BPW in transitioning their Power Dollars to digital. If we were to implement this program, the fee to Compoto is very reasonable. If SARB recommends it, deRoo would then request the City Council at a May meeting, to approve the fee amount to be reimbursed at 100% to the business participants. There is a one-time expense of \$1,500 and a program expense of \$149 per month. If a gift card is purchased, a credit card fee of 2.9% plus \$0.30 per each transaction. No other percentage is taken at the business side. The funds are purchased through the City. This would be considered as a City service/marketing program, therefore, only City businesses would be able to participate. Also, the Zeeland BPW would like to be able to allow people to use the card to pay their utility bill. Compoto is going through an upgrade, and therefore, it is recommended waiting until after the middle of summer. deRoo would do a large communication push collaboratively with the BPW.

4. **FOOD & DRINK GUIDE**

Another project that the Restaurant Support Committee has devised, is a “Food and Drink Guide”. This would a simple directory of Zeeland businesses, information on the Social District and a possible Calendar of Events. These would be available at all businesses downtown, but also at a number of nearby locations that would be willing to make them available, such as Gentex and Zeeland Hospital, etc. Other suggestions would be to make them available during all-day swim meets, track meets.

5. **SOCIAL DISTRICT MEETING**

StrEATs and LaCreme have both been approved for their liquor licenses and will be added to the Social District.

6. **DOWNTOWN MEETING – MONDAY, MAY 8 @ 6:00PM - HMCC**

The parking study consultant will be present during this meeting to present the Study and answer any questions. As this meeting is expected to go longer than a typical meeting, it was decided to be held during the evening. Information will also be presented on the updates of the Snow Melt project. Some of the points to be conveyed will be that the City will be paying for the entire installation of the snow melt, as well as the maintenance of the bumpout, crosswalk and passageway areas. Only businesses will be responsible for use and maintenance, not single family dwellings, or owner-occupied buildings. The Zeeland Public Schools and the Post Office will also have exemptions to a special assessment. Churches having parking lots with a shared use agreement would have the sidewalk by the parking lot paid for by the City. The cost will be calculated as the square footage of the back of the curb to the face of the building. Overall, the City will be covering all of the installation and 59% of the usage and maintenance costs. Construction on the snow melt project begins the Monday after school is out. The Crit and the Memorial Day parade will be able to get through, but any event after that will need to be worked out.

7. **PARKING STUDY IMPLEMENTATION**

The results of the study will be presented at the downtown meeting on May 8, and deRoo anticipates submitting it to City Council at the May 15 meeting for approval of the recommendations. deRoo shared the presentation given to City Council and will most likely be what is used at the Downtown meeting.

8. **OTHER INFORMATION**

deRoo stated that the City met with the developers on the Geerlings property a couple of weeks ago. The Purchase and Development Agreement had to be updated, as it expired. An additional six months were given to close on the property and get the site plan submitted. There is no reason to believe that there are any problems. The La Crème building not the business has been sold to the Sterkin Group (The Wooden Nickel).

There being no further business to conduct, Vos adjourned the meeting at 9:55am.



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g Secretary