DRAFT MINUTES

Central Business District Development Authority (CBDDA) Meeting
Thursday, March 9, 2017
7:30 a.m. Village Hall - E.O.C. Room

I. Call to Order

Chairman Draeger called the meeting to order at 7:30 a.m.

II. Roll Call:

Present: Draeger (Chair), Dean, Dull, Hanks (arrived - 7:38), Heins, Moore(arrived-7:34), Nauta and Willison.

Staff Present: Marv Hinga (Clerk/Treasurer) & Maryann Fonkert (Deputy Clerk)

Absent: Blake

III. Approval of Minutes (1/12/17)

Motion by Nauta, second from Willison, to approve the Minutes of the January 12, 2017 regular meeting. All in favor, motion carried.

Yes: 6  No: 0

IV. Approval of the Agenda:

Motion by Nauta, second from Heins, to approve the Agenda with the addition of IV. A. Sgt. Jason Kik and Deputy Corey Allard to discuss Crime Prevention. All in favor, motion carried.

Yes: 7  No: 0

A. Crime Prevention – Sgt Jason Kik introduced Deputy Allard to the Board and explained that he and Deputy Allard were working on a project with Crime Prevention through Environmental Design (CPTED). Deputy Allard explained that CPTED was the design, maintenance, and use of the built environment to enhance quality of life and to reduce both the incidence and fear of crime. CPTED involves the balanced application of three principles, Natural Surveillance, Territoriality and Access Control. Sgt Kik and Deputy Allard said that in keeping with the concept of Crime Prevention through Design they had an idea for a mural on the building parallel to Whistle Stop Park and believe that the mural would increase natural surveillance of the area. Sgt. Kik explained that murals with people painted in them give the illusion that people
are being watched and crime is less likely to occur. Stg. Kik said they hoped by bringing in some public art there would be a demand for more that would draw more people to the downtown. Allard said he had done a site review at Whistle Stop and he would be happy to do that for any of the businesses. Stg. Kik said the Ottawa County Sheriff’s Department does these site reviews at no cost.

V. Financial Reports: Hinga reviewed the current year budget with the Board and reported that they had not spent what was in the budget so far and that a lot of money had been set aside in the current year for debt service to pay off the note to the Township and, depending on how the rest of the year went, they might be able to pay that off by the end of this fiscal year. Hinga said demolition was complete across the street but they had not received the grant money from the State yet. Hinga also said that $107,000 has been set aside to accrue money for the Buchanan Street project which looked like it would start sometime around April 15th and at that time money would be going out the door for paving.

VI. Business:

A. 2017/2018 Budget – Hinga reported that he would not have final numbers for the taxable value within the DDA district until the assessor’s office board of review was complete but assumed the taxable values would go up about 4%. Hinga asked the Board if there were any projects that they would like included in the new budget? Willison said he had heard a lot of people say they don’t use the boat launch at Mill Point Park because of the condition it was in and would like to see some work done with repairs and dredging to make better use of an already existing park. Willison said he thought that there could be a lot more uses if it was kept up better. The Board discussed Mill Point and agreed that dredging should be looked at so the launch was safer for boats. Draeger asked the Board to take a drive around the Village and look for issues that they feel need to be addressed and bring them back to the next meeting.

B. Branding Initiative – Andy Dull reported that he had met with Manager Burns and together they agreed that, with disincorporation on the table, now was not a good time to spend money on a branding campaign. Dull said they also discussed replacing faded street signs and thought that was something that could be done now taking into consideration any changes in future branding colors.

C. Disincorporation Position – Dr. Moore said that it was important to understand that there were different opinions and that it was important to make a definition between a committee opinion or a personal opinion and that the opinion of this Board, as functional business owners creating jobs and income, would be and should be significant to Village Council. Hinga explained what starting a DDA over would look like. The Board discussed how the DDA would be funded.
The Board agreed that the Downtown would probably shrink to just the business area and how this would affect the businesses. Draeger said that he felt that it was important to see a budget with what it would cost the DDA to maintain their services should the Village disincorporate. Draeger volunteered to meet with Manager Burns to create a budget, based on a smaller DDA, so this information could be shared with the businesses in the Village. Hanks said it was a no-brainer for him, having a business and living in the Village, he liked what we have and was against disincorporation. Willison thought there could be a compromise by meeting in the middle, cutting some fat. Willison said we could only fund so much and we had to live within our means. Draeger said that most of the comments he had heard supporting disincorporation were from condo owners because they feel they didn’t get anything for the Village so maybe it was this Boards job to help convince them that yes they do benefit from the Village because there were all these livable issues that were hard to put a dollar value on. Heins said he felt the downtown needed more help then what multiplying by 6 times more people paying for it could do and that he was totally against disincorporation because he felt they needed a group like this to be look ahead and have some imagination and figure out what needed to be done. President Hatton said that commercial owners in Spring Lake she had heard from want to know why they have to pay this extra tax. Hanks said that a lot of the business owners in the downtown don’t live in Spring Lake so they don’t really care about the services. The Board discussed how shrinking the downtown would cost more for the businesses and that some would probably move rather than pay more. The Board also discussed how property values might be impacted by disincorporation.

D. Miscellaneous - Nothing at this time.

VII. Next Meeting: Thursday, April 13, 2017

VIII. Adjournment: There being no further business the meeting was adjourned at 8:53 a.m.

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Louis Draeger, Chairperson   Maryann Fonkert, Deputy Clerk