

CITY OF HUDSONVILLE

DOWNTOWN DEVELOPMENT AUTHORITY



MEETING MINUTES - DRAFT

January 8, 2025

Voting Members Present:

Doug Butterworth (DB), Jodi Cole Meyer (JCM), Andrew Gemmen (AG), Jack Groot (JG), Philip Koning (PK), Mayor Mark Northrup (MN), Todd Penning (TP), Kirk Perschbacher (KP), and Matt Van Woerkom (MVW)

Non-Voting Attendees:

R. Tyler Dotson, Lindsey Hicks, Andrew Smith, and Dan Strikwerda

Voting Member Absent:

Duane Smith (DS)

1. Call to Order

Koning called the meeting to order at 3:31 PM.

2. Minutes

Motion by Groot, support by Perschbacher, unanimous approval to approve the minutes from November 4, 2024, and the minutes from the Joint Meeting of the City Commission, Planning Commission, and Downtown Development Authority on December 16, 2024.

3. Public Comment

There were no public comments.

4. DDA and TIF Financial Report

Andrew Smith presented the DDA financial statements through the end of 2024. Notes were made that the DDA budget is a little tight and may need a future budget amendment to transfer from the TIF to the DDA's operating funds. Tax revenues are in good shape. There was a motion by Perschbacher, supported by Groot and unanimous approval of the financial statements dated December 31, 2024.

~~5. Chamber Sponsorships Discussion~~

Koning moved sponsorship discussion to the end of the agenda to allow Chamber Director Lindsey Hicks time to arrive and explain and answer questions.

6. Best practices for sale of DDA properties

Gibbs Planning Group Reports have been summarized into an Executive Summary Report that will be heavily referenced in the pending RFP Process (office, retail, etc.) Bigard and Dotson received templates from city legal team and local municipalities (Lowell and South Haven) to build out for general and specific Request for Proposal (RFP)s for the DDA, will be ready to go before the end of January. The goal is to be forward-looking, to be proactive not reactive with future development, especially as DDA works towards the Village Green.

Dotson noted process will be adjusted based on the scope of the development project, the board will ultimately decide on which proposal will be selected for development. Action item to share all DDA owned properties with the board. A question was asked when the RFP process will go live, Dotson responded Bigard and Koning will work together to launch a system before the end of January. Special meetings may be called to select the proposal of a given property's RFP process.

7. 5489 32nd Ave Repurchase Update

The appraiser was on site on Monday, January 6, to take photos and complete their evaluation of the parcels. Mayor Northrup questioned how the appraisals will be paid for, suggesting the city pay for it up front with the possibility of the DDA paying back at a date to be determined later.

8. School Avenue Parking Lot Update

Dan Strikwerda shared that the bid is going out this winter with the goal to be completed by June 1. Parking will be in the low 40s, with a few ADA spots and EV charging spots, looking for EV grant incentives.

9. Hudsonville Flats Update

Ribbon cutting for main floor tenant Holland Hospital is Thursday, January 9 at 12, with an open house from 1-3. Rockin' Thai is the second main floor tenant. Residential units should be ready in the coming weeks.

10. Triangle Property Update

Completed appraisal received late last week, Bigard and Dotson are reading through and will share findings as they are built into an RFP for the site, which is planned to be launched before the end of January. Good opportunity for the DDA to get a win on the fund balance compared to the money invested over the years of property ownership.

11. Master Plan Update

Dan Strikwerda shared that the Master Plan will be updated this summer, there will be a business focus group in the coming weeks to help connect the new development and growth to be tied and connected to the "old downtown" and create attractive pedestrian paths, there has been an increased focus on connectivity in the 5 and 20 year visions.

12. Private Projects Update

DJ's – working towards building 2nd story patio.

Landings at Rush Creek: (84 units) Now looking at financial incentives.

Prospect Flats: (41 units) Phase one slated to be complete by June or July

Terra Station: (141 units), Work continues on commercial building, & first res. Bldg to the south drive or walk by to see the progress. Was approved May 1.

Flats at Elmwood Lake: (12 units)

Elmwood Lakes Apts: (156 units)

Pull from Dan's notes to be included in meeting minutes, Jodi made note on 2% vacancy rate in Ottawa County (across rental and home ownership), Kirk mentioned housing and incentive legislation Gemmen asked what is going into the B2 building, dan responded Mel Trotter and Dollar Tree (both are leasing)

13. Chamber Sponsorships Discussion

DDA budgets for \$2,100 sponsorship level, Hicks and Bigard shared that the DDA will be more community facing with the new full-time position Bigard is filling as Economic Development Director and DDA Chair. Outline of 2025 sponsorships: Branded Opportunities: booth at Concert on the Green, Tree Lighting Ceremony activity, Community Experience (*brainstorming: public art community focus or scavenger hunt*), Booth/Ad/Ticket Opportunities: Hudsonville Has It email blast, Small Business Saturday email (*partner w/ chamber*), Community Experience (*brainstorming, Urban Hayday, Happenings on Harvey*)

14. 2025 Meeting Schedule

- a. January 8 at 3:30 in Community Room
- b. March 5 at 2:30 at Terra Square – Informational Session
- c. May 7 at 3:30 in Community Room
- d. July 9 at 3:30 in Community Room
- e. September 3 at 2:30 at Terra Square – Informational Session
- f. November 5 at 3:30 in Community Room

Bigard will send calendar invites out before January 10. Motion by Mayor Northrup, support from Groot, unanimous approval of the 2025 DDA Meeting Schedule.

15. Any other business which may legally come before the authority

White Flame coffee shop (Quadrum Coffee) will have a ribbon cutting and opening on Friday, January 17 at 9 AM.

16. Adjourn

Koning adjourned the meeting at 4:24 PM

Respectfully Submitted,
Jakob Bigard
DDA Director

