

THESE MINUTES ARE SUBJECT TO APPROVAL BY THE WYOMING DOWNTOWN DEVELOPMENT AUTHORITY AT ITS MEETING OF JULY 5, 2011

DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING MINUTES OF JUNE 7, 2011  
CITY COUNCIL CHAMBERS  
CITY OF WYOMING, MICHIGAN

MEMBERS PRESENT: Baker, Cross, Kochneff, Mayor Poll, Vandenberg, VanderVeen

MEMBERS ABSENT: Coombs, Harkema, Martz

STAFF PRESENT: VanDuren, Rynbrandt, Smith, Lucar

Chairman Kochneff called the meeting to order at 7:35 a.m.

Car City BZA Variance Request

Baker explained he has applied for a Board of Zoning Appeals Variance for a reduced greenbelt width of 10 feet instead of the required 25 feet for his expanded car dealership. In 1999 he was granted a Variance to allow the 10 feet greenbelt width for a previous expansion of the Car City property. Keeping the greenbelt width at 10 feet for this additional expansion would make the entire frontage uniform in appearance. Also, two curb cuts will be eliminated, improving traffic safety and providing for additional green space. He asked the DDA Board for a letter of support for his Variance request. VanDuren pointed out that Baker is currently working with City Planner Cochran on a landscaping plan. Baker mentioned he would be putting in some additional trees. VanderVeen complimented Baker on the well-kept appearance of his property.

Motion by Mayor Poll, supported by VanderVeen, to recommend to the Board of Zoning Appeals approval of a Variance for a reduced greenbelt width of 10 feet. Motion carried unanimously.

Approval of Meeting Minutes

Motion by Mayor Poll, supported by VanderVeen, to approve the minutes of May 3, 2011. Motion carried unanimously.

Public Comment on Agenda Items

Dave Szidik, Chairman of the Metro Cruise, gave an update of their progress so far. They have received some DDA business sponsorships. They have hired an intern who is getting out and talking to businesses. Rich Wadsworth, DDA representative for the Metro Cruise, is also going door-to-door informing businesses about the cruise. Szidik distributed the promotional flyers to

the Board members. They will be handed out at the upcoming Muskegon car show. The metro millions display is coming along nicely. The posters will be out the first week of July. Baker asked if they had any information on various car groups? Szidik listed some options for locating these groups.

### Treasurer's Report

May Monthly Report - DDA Treasurer Smith presented the Budget Performance Report for the month and year ending May 31, 2011 and the Balance Sheet dated 5/31/11. Total Revenues for the month were (\$40,403.42), Total Expenditures were \$9,539.80 and the Current Year to Date Balance was \$705,441.53. The negative revenue amount reflects the Michigan Tax Tribunal orders to refund a total of \$40,450.66 to various DDA taxpayers. The largest refunds were \$34,564.28 given to Wyoming Village Mall and \$5,886.38 given to the owners of the strip mall at 1717 – 28<sup>th</sup> Street, SW. Chairman Kochneff asked Smith if he knew of other refunds to be given in the future? Smith replied there are about 20 cases pending, but he did not know how many of those were in the DDA area. Chairman Kochneff asked how many years of back taxes these amounts represent? Smith responded 2009 and 2010 for Wyoming Village Mall and 2008, 2009 and 2010 for the strip mall.

### Budget

VanDuren noted the resolution and formal budget was adopted by the City Council last month.

### Metro Cruise – DDA Drink Booth

VanDuren referred to the agreement with Great Lakes Beverage Distributors from last year, providing 840 servings of fruit juice slush, including supplies and labor, for \$450.00. Lucar indicated the price for this year would remain the same. VanDuren said she would later be requesting volunteers to work the booth. It was the consensus of the Board to again hire Great Lakes Beverage Distributors.

### Turn On 28<sup>th</sup> Street Update

VanDuren referred to the article by consultant Mark Miller featured on rapidgrowthmedia.com regarding the Turn On 28<sup>th</sup> Street project. She indicated the final concept plan and narrative is complete and will be reviewed by the steering committee at their meeting on June 28, 2011 at noon. Board members were encouraged to attend. This plan will be presented to the DDA at their June 5, 2011 meeting.

### Bus Shelter – 2829 S. Division

VanDuren referred to the correspondence to Walgreens corporate offices requesting an easement to place a bus shelter for The Rapid on Walgreen's property at 2829 S. Division due to inadequate street right-of-way in this location. This same request was made in 2005 and 2007

without resolution. The Rapid has agreed to pay for the cement pad for the shelter. She will continue to work on resolving this issue with Walgreens.

### Ice Rink

Rebecca Rynbrandt, Director of Community Services, gave her background knowledge regarding ice rinks and discussed items to consider when making a decision about installing an ice rink at Rogers Plaza. She pointed out that ice rinks are extremely labor intensive. Due to staff reductions, the City ceased providing an ice rink at Lamar Park about 11 years ago. They had problems with the liners tearing. Even though liners have been improved over the years, the City of Holland has experienced this problem also. Another concern is, if the ice rink is placed on asphalt, the opportunity for melting is greater. She thought if the DDA's goal is greater exposure, she suggested doing special promotions, perhaps during the holidays. They could possibly partner with the Community Enrichment Commission in these endeavors. Mayor Poll agreed the ice rink would be more costly than originally expected. He could not support this type of investment. Baker agreed. VanDuren liked the idea of doing a winter event to showcase DDA businesses and encouraged a committee be formed for this purpose. The Board agreed with the idea of a holiday promotion. Mayor Poll thought DDA businesses could also possibly have their own booths next to the DDA's booth at Metro Cruise.

### Banners

VanDuren mentioned the banners have been taken down because they were in poor condition. She thought it gave the DDA area a cleaner look. She suggested the hardware also be removed because it is old and there are better designs now. VanderVeen thought the hardware used for displaying the Christmas banners should be left in place. VanDuren agreed. VanDuren indicated she could obtain quotes for new banners if that is the direction suggested after the Turn On 28<sup>th</sup> planning process. If so, she suggested seasonal or special event banners, because keeping the same ones up for years causes them to get dirty and in disrepair.

### Miscellaneous Informational Items

New Developments/Business – VanDuren mentioned the Board of Zoning Appeals Use Variance request was denied for the proposed Sweets Express truck terminal at the former Dermody Truck property.

Newspaper Articles – VanDuren referred to articles in the agenda. In particular was the article regarding the Sweets Express variance denial and the City of Hudsonville demolishing three houses in their DDA area. She also referred to the copy of The Review magazine section featuring various downtowns.

Code Violations – VanDuren indicated she did a drive-by inspection of 28<sup>th</sup> Street last week. As a result, several letters have went out through the Inspections Department requesting lawns be mowed and cleaned up.

Correspondence – VanDuren noted every year the DDA places an ad in the Chamber's Community Profile booklet. She had sent in revisions to this ad, which included the Turn On 28<sup>th</sup> logo and other changes, but the printer ended up printing the old ad by mistake. They have billed the DDA \$595 and have offered a 25% discount. She did not think they should have to pay this bill. The Board agreed. Chamber President Ken Malik said they could revise the on-line version of the Community Profile. They had printed significantly less booklets this year, planning on people referring to the on-line version instead.

#### Public Comment

Chamber President Ken Malik announced there will be a ribbon-cutting ceremony for Peterbilt at 4800 Clyde Park Avenue on June 9<sup>th</sup> at 11:00 a.m.

#### Round Table Comments

Mayor Poll mentioned employee contracts were approved by the City Council last evening for the Administrative Association and the City Manager. He continues to hear great comments from officials around the State regarding City Manager Holt's work performance.

VanderVeen asked if there would be a roll-out of the Turn On 28<sup>th</sup> plan? VanDuren said the roll-out of the plan is very important and she would discuss it with the Steering Committee.

VanderVeen also thought they needed to work with realtors on bringing in new businesses. Rynbrandt said the first step is adoption of the plan. The zoning then needs to be in place before the marketing plan can be implemented. She estimated the plan adoption and zoning revisions being completed by next spring. VanderVeen thought that would be too long. Rynbrandt expressed the need for a strong marketing package and targeting a specific audience. The consultants are currently working on visual materials that could be used in the marketing process.

Baker thanks the DDA Board for their support of his variance request.

VanderVeen thanked VanDuren for following up on cleanup efforts.

Chairman Kochneff asked if the underground sprinklers have been turned on? Lucar indicated the landscape contractor had picked up the key to the system, but would follow up with them to make sure it is on. Chairman Kochneff also asked about the maintenance of the gateway corner at 28<sup>th</sup> and Division? Rynbrandt replied Neighborhood Ventures is responsible for maintaining this property. Their agreement is with the City of Grand Rapids and MDOT. The Division Avenue Business Association purchased and maintains the flags. Unfortunately, Neighborhood Ventures has not been fulfilling their maintenance obligations and have not responded to inquires. She recommended the DDA reach out by letter to Grand Rapids Mayor Heartwell on this issue, perhaps signed by Mayor Poll, VanDuren and Tommy Brann. VanderVeen thought the Kroc Center near 28<sup>th</sup>/Division should partner with Neighborhood Ventures since it is so close and reflects on their facility. VanDuren would draft a letter in this regard.

Chairman Kochneff mentioned the poor maintenance of the property at Buchanan/28<sup>th</sup> Street. VanDuren said they were sent a letter from Inspections.

Rynbrandt shared information about the Kent County Land Bank. There has been discussion about the Land Bank possibly acquiring the former Pour Arthur's property. Chairman Kochneff agreed with this acquisition. VanDuren would look into this further.

Adjournment

The meeting was adjourned at 8:50 a.m.

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Kimberly S. Lucar  
Administrative Secretary