



**Regular  
Downtown Development Authority  
Board of Directors Meeting**

**Monday, August 30, 2021  
12:00 p.m.**

**Cedar Springs City Hall  
66 S. Main St.  
Cedar Springs, Michigan**

1. **Ringler** called the meeting to order at 12:00pm. The Pledge of Allegiance was recited.

2. ROLL CALL:

Jody Arp	<u>Present</u>
Bernie Beier	<u>Present</u>
Laura Ensley	<u>Present</u>
Gerald Hall, Mayor	<u>Excused</u>
Sally Howland	<u>Present</u>
Rose Ellen Powell	<u>Present</u>
Todd Vriesenga, Vice Chairperson	<u>Present</u>
Tom Wilkes	<u>Excused</u>
Dave Ringler, Chairperson	<u>Present</u>

3. PUBLIC COMMENTS.

Those citizens wishing to speak on agenda and non-agenda items will be allowed a maximum of four minutes each to address their concerns. This is the only time during the meeting that citizens are allowed to address the Downtown Development Authority. Please state your name and address for the record if you would like.

None.

4. CONFLICTS OF INTEREST AND EX-PARTE COMMUNICATION INQUIRY

None.

5. APPROVAL OF AGENDA

Motion by **Ensley** seconded by **Beier** to approve the agenda as presented.

**Voice Vote**

**7-0**

**Motion Carried.**

6. CONSENT AGENDA.

A. Motion to approve the minutes of the Regular Meeting June 28, 2021.

B. Motion to accept and file the financial report.

Motion by **Vriesenga** seconded by **Arp** to approve the consent agenda as presented.

**Voice Vote**

**7-0**

**Motion Carried**

7. UNFINISHED BUSINESS.

- A. Deck the Downtown with Lights
  - a. Dollar Amount?
  - b. Limit the number of businesses?

**Womack** reviewed the proposed program. **Beier** proposed that a \$75 limit per business with a \$500 max would be a good dollar amount for the lights. **Ensley** preferred \$100 with a max for \$500. **Ringler** stated that downtown lights make the holiday more festive. **Powell** asked if Mr. Hall would be doing the tree lighting after retirement and **Womack** reported that Hall would like to continue as long as he can. **Ensley** reported that if Mr. Hall cannot then the chamber plans to take it on.

Motion by **Ensley** seconded by **Powell** to give \$100 per business with a total cap of \$1000 for holiday lights.

**Roll Call vote**

**7-0**

**Motion Carried**

- B. City Signage/Sign Committee
  - a. Next Mural

**Ringer** stated that some signs have not been updated from the existing proposal from the Sign Committee, such as Riggle Park, the Police, Business District and Senior Center. **Womack** reminded that the Kent County Sheriff's Department will likely be moving in 1 to 2 years. As far as the Senior Center, we will need to determine whether it is private or county funds. **Ringler** suggests if there is no governmental funding then the sign for the senior center should be removed. **Powell** stated that the business district sign is only visible when you pull out of parking lot at the Mabie property and a second sign should be placed on the other side of the trail also. **Ringler** mentioned the signs that were not updated from the previous list, are at Muskegon Street (Business District) and off of White Pine Trail, Morley Park and the Museum sign.

**Powell** mentioned a few possible building locations for a mural, such as, the cold storage building. Len Allington's Building and The Kent Theatre were also mentioned as possibilities. **Howland** would like to see interactive murals such as butterfly wings or balloons. **Ringler recommended** to table this item for now and refer to the sign committee.

8. NEW BUSINESS.

- A. Cedar Springs Food Trucks
  - a. Food Truck Rally
    - i. [GR Area food trucks](#)
    - ii. [Grand Rapids Food Truck Association](#)
  - b. Food Trucks during summer concert series or other events.
  - c. 17 N. Main St.
    - i. [Outside Coffee](#) concept (734 Wealthy St. SE Grand Rapids, MI 49503)

**Womack** inquired if the committee should utilize Food Trucks with a permanent location, or a temporary location for a summer concert series with a possible location of

17 N. Main. **Ensley** suggested a 6 month rent minimum at \$250 for each food truck. **Ringler** would like see a more permanent a part of the community.

- B. Cedar Springs Downtown Redevelopment
  - a. Brownfield Redevelopment

**Womack** inquired whether the city should push the tax benefits to downtown redevelopment. **Ringler** suggested a welcome packet on the website with links to other pages. **Womack** stated that he will work on a welcome packet.

- C. DDA and the RFF
  - a. "Agritainment"
    - i. Straw-bale toss
    - ii. Cake-Walk
    - iii. Strawbale
    - iv. Human Hamster Wheel
    - v. Hay-ride

**Womack** inquired to whether the DDA would be interested in supporting activities for the Red Flannel Festival. The Board would rather be involved in the Summer Concert Series as there is already enough support for the Red Flannel Festival.

9. CORRESPONDENCE.

- A. Revised Year Calendar

**Womack** stated that the Board members are expected to be in chamber for the in-person discussions but members of the public can attend via zoom.

10. CITY MANAGER/DDA DIRECTOR'S REPORT.

None

11. TRUSTEE COMMENTS.

**Powell** reminded the Board of the Car Show at the Legion. **Ringler** stated that the Summer Concert Series was a huge success and a great DDA accomplishment for the businesses and community involved, in addition to an outstanding variety of music.

12. ADJOURNMENT.

Motion by **Ensley** and seconded by **Beier** to adjourn the meeting at 1:02pm.

**Voice Vote**

**7-0**

**Motion Carried.**

---

**Tracey Blackmer, Deputy City Clerk**

---

**David Ringler, Chairperson**