

Downtown Development Authority Meeting - Minutes March 19, 2024 – 7:00am

Members Present: Jeremy Borgman, Kellen Brusveen, Brent Clark, Bob Chapin, Adam Elenbaas, Angela Hatto, Tom Zuniga

Not Present: Rence Meredith, Steve Spriensma, Ross Stevens, David VanderWall

Guests: Angie Ecklund, Patricia Roslund

Agenda

1. Opportunity for public comment – None present
2. Approval of the November 21, 2023 meeting minutes – Motion to approve: Zuniga. Support: Borgman. Motion passes.
3. Approval of the January 16, 2024 meeting minutes – Motion to approve: Borgman. Support: Chapin. Motion passes.
4. Election of 2024 officers: Motion by Brusveen to appoint Bob Chapin as Chair, Adam Elenbaas as Vice Chair, Steve Spriensma as Secretary. Support: Clark. Motion passes.
5. Engagement agreement with the Allendale Area Chamber of Commerce. The board had discussion around the presented agreement. Chamber Executive Director Angie Ecklund and Chamber Treasurer Patricia Roslund were present to discuss the agreement. Dialogue was had on the content of the agreement. The finalized agreement is attached. Discussion included a fall community event, breakdown of the costs, how to promote DDA projects, what other promotional vehicles could be developed to promote, market, and communicate information from the DDA. Board members asked about ways to work closely with the Chamber to make sure goals were being met. The Chair and Vice Chair will invite a third DDA member to attend their next meeting with the Chamber Director to talk more about projects and deliverables. The board also discussed the payment structure. The following motion was made by Zuniga and supported by Hatto: Enter into the presented 3-year agreement with the Chamber of Commerce with the following payment schedule:
 - \$75,000 paid to the Chamber in 2024;
 - \$50,000 to be paid to the Chamber in 2025, with the ability to increase to \$75,000 based on approval of the DDA in or around November 2024;

- \$50,000 to be paid to the Chamber in 2026, with the ability to increase to \$75,000 based on approval of the DDA in or around November 2025.
Motion passes.

6. Public comment – None present

7. Next meeting: May 21, 2024

8. Motion to Adjourn by Borgman. Support: Zuniga. Motion passes.