Downtown Development Authority Meeting
September 15, 2026 – 7:00am

Members Present: Tom Zuniga, Brent Clark, Angie Sirotko, Angie Hatto, Hailey Savola, Jeremy Borgman, Steve Sprietsma, Adam Elenbaas, Bob Chapin, Kellen Brusveen

Members Absent: Rence Meredith, David Vanderwall

Agenda

1. Opportunity for public comment - Garth Cooper spoke in favor of sidewalks on Joal and talked about the two school bond proposals on the November ballot and what the money would be used for.

2. Approval of the July 21, 2026, meeting minutes - Motion: Jeremy Borgman Support: Tom Zuniga

3. Murphy's Enhancement Grant Application – They are anticipating the work will be done by the end of the year. Discussion was had around the use of local contractors. Matt Murphy explained that some of the work/materials are more specialized and others were referral/recommendations. The recommendation was made from the review committee to consider the application for approval: a reimbursement for up to $13,374. Motion: Bob Chapin Support: Angie Hatto

4. Coolers & Concerts: 2026 Update and 2027 Budget Consideration Request – The DDA contributed $25,000 last year for the concert series in 2026. Natasha Shepard, the Township's coordinator the concert series, provided updates. The attendance numbers tripled attendance over the 2025 season. The DDA logo was updated on the sign and advertisements included billboards in the area. The DDA will consider including a contribution to the upcoming 2027 annual budget.

5. DDA-Chamber of Commerce Partnership Proposal – The information was reviewed, and it was mentioned that would like to hear more from Angie Ecklund. Ms. Ecklund will be invited to the next DDA meeting, and the DDA will consider the contract's inclusion in the upcoming 2027 annual budget.

6. Joal Street Sidewalks – With the school district's updated bus routes and non-bussing zone, sidewalk installation along Joal St is being reconsidered as more students are walking to school along Joal St. A previous sidewalk installation initiative, prior to the bussing change, had failed at the Township Board due to the location of the sidewalk. The Township Board had voiced that this direction could change if the residents along the north side of Joal St, where the sidewalk is proposed, were in favor of installation. Brent Clark talked to the residents along Joal St and obtained support for a sidewalk from greater than 50% of the residents on the north side of the street. The DDA considered a motion to reallocate the funds for sidewalk installation and present the matter to the Board of Trustees for reconsideration. Motion: Jeremy Borgman, Support: Steve Sprietsma. Supervisor Elenbaas will bring this to the next Board of Trustees meeting. Installation is expected to be in Spring 2026.

7. 2027 Budget – Supervisor Elenbaas presented a draft budget for 2027. Budgeted items for 2027 and anticipated items for coming years include: sidewalk along Joal St; a contribution to the Allendale Concerts & Coolers series; the Ottawa County non-motorized pathway; an agreement with the Chamber of Commerce; continued use of the Enhancement Program; Park improvements; intersection work at M-45 / 60th Ave (2029); and a future allocation toward the Town Center project. The budget will be presented to the DDA for consideration at the October 20, 2026 meeting to finalize the budget and request recommendation to the Township Board of Trustees.

8. Town Center Work Group Update - The Town Center Work Group was officially formed by the Board of Trustees. The first meeting will be tonight, October 15, 2026. Bob Chapin and Rence Meredith from the DDA will be in the work group. The meetings will identify next steps which will be presented to the Township Board of Trustees.

9. Public comment- Garth Cooper: Discussed the Safe Routes to school initiative and the need to consider sidewalk connections on Pierce St.

10. Next meeting: October 20, 2026 – The primary item on the agenda will be the 2027 budget. Budget considerations include Coolers and Concerts, Banners, as well as the items previously listed. Adam mentioned we received a grant to replace some plantings around the Veterans Memorial, and that and Eagle Scout is planning a project around Veteran Suicide Resources near the Memorial.

11. Meeting Adjourned