



WASHINGTON SQUARE BID BOARD

Regular Meeting

Thursday, April 16, 2026

4:00 p.m.

Third Floor Conference Room, City Hall, 270 S. River Avenue

- A. **Call to Order** 4:00 p.m. and **roll call**.
- B. **Approval of Meeting Minutes** – Regular Meeting of March 19, 2026.
- C. **Public Comment** – Please limit comments to five (5) minutes.
- D. **New Business:**
None.
- E. **Committee and Staff Report**
 - A. Introduce Mark Kornelis, Community Coordinator/Assistant Planner
 - B. Upcoming Washington Square Historic District Spotlights
 - C. Review ongoing and future projects
 - D. Maintenance Policy and Bylaws Review – Next Meeting
- F. **Adjournment**

Next Meeting: TBD at 4:00pm in the Third Floor Conference Room, City Hall.

Any questions regarding this agenda may be directed to Anna Schutter at a.schutter@cityofholland.com or by calling the Department of Community and Neighborhood Services at 616-355-1330.

The City of Holland will provide necessary services and auxiliary aids, such as signers for hearing impaired and audiotapes of printed materials, to individuals with disabilities, upon receipt of seven days prior notice. Person with disabilities requiring auxiliary aids services should contact the City of Holland by writing or calling: Esther Fifelski, Human/Community Relations Coordinator, 270 S River Avenue Holland, MI 49423, telephone (616) 616.355.1300. Document(s) available for translation upon request.

La Ciudad de Holland proporcionará servicios necesarios y ayudas auxiliares, tales como personas que usan lenguaje de señas para aquellos con discapacidad auditiva y cintas de audio de materiales impresos, a las personas con discapacidad, con un aviso previo de siete días de anticipación. Las personas con discapacidades que necesiten servicios de ayudas auxiliares deben ponerse en contacto con la Ciudad de Holland escribiendo o llamando a: Human/Community Relaciones comunicándose con Esther Fifelski, 270 S River Avenue, Holland, MI 49423, teléfono 616.355.1300. Documento(s) en traducción disponible(s) a petición.

WASHINGTON SQUARE BID BOARD MEETING MINUTES
Third Floor Conference Room, Holland City Hall, 270 S River Avenue
March 19, 2026, 4:00 p.m.

I. Call to Order 4:01 p.m. and roll call.

Present: Hill, Hillen, Luyk, Genova, and Owens.

Absent: Gerow, Alderink

Guests: Jess Trusty

Staff: Anna Schutter, Municipal Planner and Taaya Weeks, Certified Permit Technician

II. Approval of Meeting Minutes – Regular Meeting of February 19, 2026.

Genova motioned, supported by Hillen to approve the meeting minutes of February 19, 2026. The Board unanimously approved the motion.

III. Public Comment

None.

IV. New Business

A. Marketing and Development Plan – PUBLIC HEARING

Hill opened the public hearing. Schutter reviewed public hearing procedure, followed by a brief summary of the Marketing and Development Plan process. She highlighted changes made since the last BID Board meeting, including finalizing the proposed assessment rate at \$0.37 per interior square foot.

Following up on questions about administration, Schutter explained that the assessment calculations and collections would be handled by the City Assessor's Office and the Finance Department.

Schutter emphasized it would be best practice for the BID Board to establish a budget to guide the expenditures of the funds, and that it would be a natural next step after adoption by City Council this fall. Luyk also expressed support for a budget process.

Genova reviewed expectations for City Council adoption, which will not happen until September. He also spoke about the possibility of late taxes, and his experience accessing collected funds. Hillen asked for clarification on when the special assessment will go into effect. Genova and Schutter explained it is part of the winter tax bill, due February 2027.

Hill opened the floor to public comment.

Jess Trusty, 444 Washington Avenue, spoke. She requested that the board discuss how they will handle having approximately \$400.00 more in collected funds than is identified in the budget breakdown within the report.

Hill closed the floor to public comment and closed the public hearing.

Genova reminded the group you don't need to spend everything at once; unused collections roll over year after year. The group again discussed anticipated fluctuations in the collected assessment amount.

Hillen motioned, supported by Owens, to approve and accept the Marketing and Development Plan dated March 2026, and recommend adoption to City Council.

The Board unanimously approved the motion.

V. Committee and Staff Report

A. Match on Main

Schutter reviewed the MEDC's Match on Main Grant with the board. The program will be offered once in 2026, and the City can apply on behalf of one business per BID/PSD. Schutter requests that all interested applicants please reach out to her to set up a meeting – applications due April 6, 2026.

B. General Discussion

Some board members had questions about State and Federal Tax Credit opportunities, due to the Square's new status as a historic district. Schutter briefly reviewed and will follow up with links to resources online about applying.

Schutter shared her plans to be on maternity leave starting in May and going until July. She suggested that the board take a summer hiatus, as they have in the past, during her absence. There was general agreement, and no objections.

VI. Adjournment

Upon a motion by Hillen with support from Owens, the meeting was adjourned at 4:32 p.m.

Next Meeting: April 16, 2026 at 4:00pm in the Third Floor Conference Room, City Hall.

Minutes prepared by Taaya Weeks, Certified Permit Technician and Anna Schutter, Municipal Planner, 4/14/2026.

APPROVED 6/27/2024

WASHINGTON SQUARE OPERATIONS AND MAINTENANCE POLICY

City of Holland Parks and Recreation Community & Neighborhood Services

Below is the written policy for the operations and maintenance of the public areas in the Washington Square Business Improvement District (BID) of Holland, Michigan. For this policy, “public areas” shall be defined as areas in the public right of way. These policies below pertain to baseline operations that will be conducted by the City’s Parks Department; however, the City and the Washington Square BID may choose to work together on additional projects and operations, examples of which will be outlined below.

Baseline Functions

Annual and Tulip Beds

1. The annual and tulip beds for this section are defined as the two traffic circle pedestals and the four triangular landscape bump-outs at the 18th and 19th Street Intersections.
2. The irrigation for these beds shall be maintained by the City’s Irrigation Specialist in coordination with the Greenhouse Specialist.
3. These planters and beds shall be designed and planted by the Greenhouse Specialist with tulip bulbs in late fall.
4. After tulips have finished blooming, these planters and beds will be designed and planted again with annual bedding plants, on a schedule coordinated by the Greenhouse Specialist and the Washington Square BID.
5. These plantings will be maintained by the Washington Square BID throughout the growing season. The BID may contract with the City to maintain these plantings. (see below, “Additional Functions”)
6. Additional plantings/arrangements in the pedestal planters may be implemented by the Washington Square BID. The BID may contract with the City to implement these additional plantings (see below, “Additional Functions”)

Pedestrian Lights and Hanging Baskets

If the Washington Square BID elects to have hanging baskets, then:

1. The irrigation for the hanging baskets shall be maintained by the City’s Irrigation Specialist in coordination with the Greenhouse Specialist.
2. Twelve (12) hanging baskets, may be attached to the light poles, and will be procured, replaced, and repaired by the Washington Square BID.
3. The Greenhouse Specialist will design, plant, hang, and maintain plantings in the hanging baskets.
4. The Parks Department will store the hanging baskets in the off season.

Perennial Beds Along Washington Avenue Pedestrian Crosswalks

1. The irrigation for the four (4) landscape bump-out perennial beds shall be maintained by the City’s Irrigation Specialist and will be coordinated by the Greenhouse Specialist.
2. The perennials in these beds shall be maintained by the Washington Square BID.

APPROVED 6/27/2024

3. The Greenhouse Specialist may be contacted to make recommendations as to the selection of, planting, and maintenance of perennials.

Tree and Turf Maintenance

1. Turf areas in public areas will be mowed and trimmed by Parks personnel.
2. Turf areas will be kept free from trash and debris by Parks personnel.
3. Turf will be maintained by Parks personnel in accordance with overall turf management practices throughout the department.
4. Tree branches will be kept from interfering with pedestrians by Parks personnel.
5. Trees in the right of way will be maintained in accordance with overall tree management practices throughout the department.

Sidewalk Maintenance

1. The City Parks Department shall be responsible for the occasional “sweeping and blowing” of the sidewalks and streets.
2. The City will be responsible for the removal of weeds in the sidewalks by physical or chemical means up to three times per growing season.

Additional Functions

These functions go beyond typical Parks Department upkeep of right-of-way and public areas and may be provided by Parks personnel to the Washington Square Business Improvement District at the expense of the Washington Square BID.

Annuals and Tulip Beds

1. The annual and tulip beds may be planted/arranged beyond spring (tulip) and summer (annuals) plantings. These may include an arrangement of evergreens in the pedestal planters for wintertime, and mums in the fall. The Washington Square BID may choose to contract Parks personnel to implement these plantings/arrangements.
2. The Washington Square BID may choose to contract the City Parks Department to maintain the annual beds throughout the growing season on a schedule developed by the Greenhouse Specialist and Merchants.

Perennial Beds Along Washington Avenue

1. The Washington Square BID may choose to contract the City Parks Department to maintain the perennial beds throughout the growing season on a schedule developed by the Greenhouse Specialist and BID.
2. The Washington Square BID may choose to contract the City Parks Department to procure and implement perennial plantings in these beds.

CONFERRED BY: Anna Minnebo, Municipal Planner
Jamie Scott, Parks and Cemetery Deputy Director
Washington Square Business Improvement District Board

City of Holland, Michigan

Washington Square Business Improvement District Board

BYLAWS

Article 1: Name

The name of the Board shall be the Washington Square Business Improvement District Board, hereinafter referred to as the "BID Board".

Article 2: Authority

These bylaws are adopted by the BID Board pursuant to the Principal Shopping Districts and Business Improvement Districts Act (P.A. 120 of 1961), the Michigan Open Meetings Act (P.A. 267 of 1976), and the Resolution of the City of Holland Establishing the Washington Square Business Improvement District (R2015.29), all as amended.

Article 3: Membership and Officers

Section 1. The BID Board shall consist of seven (7) voting members, six (6) of which shall be nominees of the business and property owners located within the Washington Square Business Improvement District, and one (1) shall be a representative of the City of Holland, as provided by the Resolution of the City of Holland Establishing the Washington Square Business Improvement District (R2015.29). The BID Board shall also include no less than one owner of residential real property located within the Washington Square Business Improvement District if such property is determined assessable property by the City of Holland. Board members shall be appointed by the City Manager with the concurrence of City Council.

Section 2. The officers of the BID Board shall consist of the Chairperson and Vice-Chairperson.

Section 3. At the first regularly scheduled meeting in every even-year July, the BID board shall elect a Chairperson and Vice-Chairperson. To be eligible to become an officer, a candidate must have a minimum of one-year prior experience being a BID Board member. Officers shall take office immediately following their election.

Section 4. Officers shall serve a two-year term and shall be eligible for re-election.

Section 5. The Chairperson shall preside over all meetings of the BID Board. The Chairperson shall decide points of order or procedure. The Chairperson shall execute all documents on behalf of the BID Board.

Section 6. In the absence of the Chairperson, the Vice-Chairperson shall preside over the meeting and assume the duties of the Chairperson. Should neither the Chairperson nor the Vice-Chairperson be present at a meeting, a temporary Chairperson shall be elected by the majority vote of the board members present, so long as there is a voting quorum.

Section 7. In the event of a Chairperson or Vice-Chairperson vacancy, the BID Board shall immediately fill the vacancy for the unexpired term by regular election procedure.

Section 8. The Chairperson or acting Chairperson, with the concurrence of the BID Board, may establish ad hoc committees and shall make the appointments to said committees.

Article 4: Meetings and Voting

Section 1. All regular and special meetings, hearings and records shall be open to the public. Meetings shall be conducted under the Open Meetings Act of the State of Michigan (P.A. 267 of 1976). Notice of the date, time, and location of all regular and special meetings shall be posted as required by the Holland City Code and the Open Meetings Act. No person shall be excluded from meetings of the BID Board except for a breach of the peace committed at the meeting, as determined by the presiding officer.

Section 2. The regular meetings of the BID Board shall be set annually. When a regular meeting falls on or near a legal holiday, being one on which the City of Holland Does not conduct business, the BID Board may select a suitable alternate date and post the meeting notice at City Hall. This manner of posting is required for a special meeting or a BID Board meeting that is cancelled.

Section 3. A special meeting of the BID Board may be called by the Chairperson, or the Vice-Chairperson in the event the Chairperson is not available, or any five board members of the BID Board. Each board member of the BID Board must receive at least a 24-hour notice as to the time, place, and purpose of the meeting.

Section 4. A quorum consists of no less than four (4) of the seven (7) board members. When a quorum is not present, the BID Board members present may choose to adjourn without conducting business and convene again at the next regularly scheduled meeting, or discuss issues and topics, but shall not hold a vote on any item then before the BID Board.

Section 5. All proceedings, decisions, and resolutions of the BID Board shall be initiated by a motion. An affirmative vote of the majority of the BID Board members present shall be required for the approval of any requested action or motion placed before the BID Board.

Section 6. Voting shall be a voice vote and shall not be recorded as individual votes unless requested by a BID Board member, in which case the Chairperson shall order the vote to be so recorded. All members of the BID Board including the Chairperson shall vote; the Chairperson shall vote last.

Section 7. The Chairperson may request guests to voluntarily sign-in at a meeting; but in any event if a person addresses the BID Board, they shall be asked to state their name and address prior to making comments.

Article 5. Conflict of Interest

Section 1. No board member shall participate in the review, approval, disapproval, or administration of any contract, sub-contract, other duty, or activity of the BID Board if a conflict of interest, real or apparent, exists.

Section 2. A real conflict of interest exists when a board member may benefit (either through financial or personal gain) from the position the person holds with respect to the BID Board or may be unable to make impartial decisions due to outside relationships or other activities with persons as defined above.

Section 3. An apparent conflict of interest exists whenever circumstances are such that a board member may appear to be in a position to benefit (either through financial or personal gain) from the position the person holds with respect to the BID Board or may be unable to make impartial decisions due to outside relationships or other activities with other persons as defined above.

Section 4. Any board member who wishes to abstain from voting on any item, due to conflict of interest, must state this intention when the item is introduced and may not participate or comment in the

discussion. Each board member is obligated to vote on any application when there is not a conflict of interest.

Section 5. A board member may be excused from voting only if that board member has a conflict of interest as recognized by the majority of the remaining BID Board members.

Article 7. Board Member Absences

Section 1. When appointed, each board member should confirm their ability and intent to attend all scheduled monthly meetings.

Section 2. In the event of unplanned personal matters, business trips, family vacations, changed job requirements, sickness, or other physical disabilities that prohibit the board member from attending the scheduled monthly meetings; the BID Board, City Staff, or Chairperson should be notified as early as possible prior to the beginning of the meeting of their inability to attend the scheduled meeting. The board member, upon this notification, may receive an excused absence for the involved scheduled meeting. Any absences, whether excused or unexcused, shall be recorded in the meeting minutes.

Section 3. If a board member exceeds four consecutive excused absences or two unexcused absences, City Staff shall meet with the board member regarding the requirements of attendance. If any board member exceeds seven total absences during the year, the board member will be referred for removal consideration by City Council.

Section 4. A board member removal may be initiated at the request of the BID Board, City Manager, City Council member or Mayor for the above reasons or other reasons allowed by law.

Article 10: Amendments

Section 1. These bylaws and rules may be amended or altered during any meeting by the affirmative vote of four (4) board members provided notice of the proposed change is given to the BID Board at a preceding meeting.

Section 2. The provisions of these bylaws and rules shall be discussed by the BID Board at a minimum on an annual basis during the July meeting.

Adopted at the regular meeting of the Washington Square BID Board on August 15, 2024.