

Community Development Committee  
Regular Meeting Minutes  
January 13, 2016

**1.) Call the Meeting to Order**

The meeting of the Community Development Committee was called to order by Chairperson Patsy Cody at 5:30 p.m.

**2.) Roll Call.**

*Members Present:* Jerry Brummel, Patsy Cody, Phil Groenendyk, Ginny Moore, Lori Parisee, Dennis Vander Beek.

*Members Absent:* Linda Groenendyk, Mike Kiser, Jody Lautenbach, Wayne Stienstra, Robyn Van Berkum.

*Others Present:* George Wesselhoft – Director of Planning and Zoning, Jerry Byers – CDC Secretary, Jim and Brenda Sperr – Dairy Queen.

**3.) Design Manual Change for LED Colors**

Dairy Queen as part of their corporate branding is proposing blue LED lighting for their new restaurant building. The Design Review District Design Manual only permits white or non-colored LED lighting for buildings. The Dairy Queen is requesting an amendment to the Design Manual to permit blue LED building lighting.

Jim & Brenda Sperr passed around photos showing the blue led lights that attach to the architectural eyebrow at the north and west side of the building.

Secretary to the Committee Jerry Byers stated to the committee that they were to make a either make a recommendation to the City Council for a change to the Design Manual or not, depending on the committee's decision.

Chairperson Cody informed the rest of the Community Development Committee and the Sperrs that in the past, the committee has always said no to neon and only allowed white accent lighting.

Mr. Sperr informed the committee that the blue was the corporate color for Dairy Queen and a part of their corporate look. He continued by indicating that where on the building the lighting would occur.

Mr. Wesselhoft informed the committee that it would be a change to the Design Manual to allow colors or just blue. He continued by stating that there would be a design permit with any application for an architectural design element and that the committee was just changing the Design Manual to allow for it if that is the decision. Then the committee would have the opportunity to review the element on a case-by-case situation.

Ms. Moore stated that when Applebee's asked for the red lighting for their corporate image, the committee elected to deny their application because the committee had said white only. The committee also denied blue lights for Holiday Inn architectural feature.

Ms. Moore felt that the committee set a precedent for not allowing color in lights.

Mr. Vander Beek agreed with Ms. Moore but asked at what time do you make changes to reflect new design?

Discussion ensued.

Ms. Sperr asked if there was a difference between someone wanting a color on lighting and the colors for a corporate franchise.

Mr. Groenendyk made the comment that each site should be made on a case-by-case basis. He continued by saying that he understood if the downtown was all white lights.

Phil Groenendyk made a motion to recommend to City Council to amend the Design Review Manual to allow blue or white lights and to review each request on a case-by-case basis for businesses outside the Central Business District (CBD).

Jerry Brummel second the motion.

Upon vote, Brummel – yes, Cody – yes, Groenendyk – yes, Moore – no, Parisee – yes, Vander Beek – yes. Motion passed 5 to 1.

#### **4.) Election of Officers**

Discussion ensued concerning election of officers.

Jerry Brummel made a motion to elect Patsy Cody as Chairperson and Ginny Moore as Vice Chairperson.

Lori Parisee seconded the motion.

Upon vote, motion carried.

Patsy Cody will be committee Chairperson for 2016 and Ginny Moore will serve as Vice Chairperson.

The Design Sub-committee consists of Dennis Vander Beek, Ginny Moore, and Lori Parisee.

The Sign Sub-committee consists of Patsy Cody, Robyn Van Berkum, and Jerry Brummel.

**5.) Approval of Minutes**

Approval of the minutes of the December 9, 2015, Regular Meeting.

The minutes were approved as submitted.

**6.) 2015 Design and Sign Permit Summaries**

There was no discussion concerning the design and permit summaries.

**7.) Other Business**

There was no other business.

**8.) Adjourn**

Chairperson Cody adjourned the meeting at 6:25 p.m.

Respectfully submitted.  
Jerry Byers  
Building Official