

Candidate Questionnaire Responses

The West Coast Chamber serves as an advocate for business at the local, state, and federal level for our 1,200+ member organizations and nearly 80,000 member employees. Our commitment is to educate our members on important policy issues, provide access to our elected officials, and serve as an advocate for a business-friendly environment.

In an effort to educate our community and prepare residents to cast their ballots in the upcoming election, we created and shared a brief questionnaire with all candidates running for city office to better understand their stance on business related issues. All candidates were contacted and given two weeks to respond to the questionnaire. Responses from those who completed the questionnaire are reflected below.

City of Holland Mayor Candidates

Nathan Bocks

Regulation & Permitting -- What steps would you take to ensure city policies and processes, such as zoning and permitting, support business growth while balancing community needs?

One of my first objectives after being elected Mayor in 2019 was to complete Holland's Unified Development Ordinance (UDO). It was a full rewrite of our zoning and planning code. Some parts of the code were almost 100 years old. UDO is now an easy to use, graphics heavy development tool that provides a new form-based code for the downtown and business districts and it provides new redevelopment mixed use development districts. UDO allows investors to envision new types of projects and developments that were not possible before.

Alongside UDO we created best practice permitting processes and streamlined our regulation and permitting systems. By doing so Holland was designated a Redevelopment Ready Community by the Michigan Economic Development Corporation, securing our status as a community that is attractive to developers and investors.

Holland has seen increased investment and development because of these changes. I will continue to work with council and staff to adjust UDO to ensure it continues to balance the continued growth that every successful city needs with the desire to maintain the small-town charm that all of us love about Holland.

Housing & Affordability -- How would you address the housing challenges that impact both residents and employers' ability to attract and retain workers?

Affordable housing has been a top priority every year I have been mayor. It is a nationwide problem. I am proud to say that in the last 6 years we have approved over 1200 new housing units, with 34% of them affordable for our workforce residents. And that doesn't even include the 120 new units recently announced. For perspective, 1200 housing units with 3 persons in each unit is housing for 3400 people. Holland's population is about 34,000. While I have been mayor, we have increased our housing stock by 10%.

But there is still a need to do more. While the city does not build housing, we can create incentives for builders and developers. We have four types of tools available. We can Plan, Invest, Zone, and Abate. Council uses all these tools extensively to encourage developers to build the homes Holland wants and needs.

As an example, we recently created a new ordinance that encourages smaller landlords to provide affordable rents. If landlords invest \$50,000 in their property and lower rent for workforce tenants, they can qualify for reduced property taxes. It improves properties and creates affordable housing. We are being creative, and it is working.

Infrastructure -- Transportation & Growth How would you approach investments in infrastructure (roads, broadband, utilities, transportation) to meet the needs of residents and employers while ensuring fiscal responsibility?

Holland is blessed to have our Board of Public Works providing water, wastewater, electricity, and now broadband. We are thriving because of it. Recent key investments will mean savings and security for Holland and will attract people and investment in the future. Our anaerobic digester reduces solid wastes by 60%, saving \$1 million a year. And ½ of its cost was recouped with state and federal dollars. Our power plant produces more cheap, reliable energy than we need, so we sell our excess power. It's one of the reasons we have the lowest electric rates in Michigan. And our new fiber broadband is delivering twice the speed at ½ the cost projected. Our residents and our employers benefit with great service and low cost. Competitive, reliable utilities make Holland a great place to live and attractive for investment.

Sometimes we can be a victim of our own success. Increased growth can bring increased traffic. So, we look ahead. We have a 50-year Municipal Capital Improvement Plan. We study, repair, and build new roads each year. And we encourage alternatives. We recently developed a Non-Motorized Transportation Plan, promoting walkability, bicycling, and public transportation. We are planners, always looking to the future.

Downtown & Commercial Districts -- What is your vision for supporting vibrant downtowns and commercial corridors that attract businesses, talent, and visitors?

We have developed and are implementing a long-term strategy for the success of Downtown Holland for generations to come. I believe that public investment in infrastructure drives private investment in development. Our recent Sixth Street and Holland Ice Park projects are great examples.

Sixth Street and Window on the Waterfront Park were underutilized. Because of a partnership with Lakeshore Advantage, the city was able to utilize Brownfield funds to pay for the cost of Sixth Street improvements in anticipation of the new Holland Ice Park. We invested \$9 million in new snowmelt, streets, and sidewalks. The entire cost was reimbursed with Brownfield dollars.

Then, sparked by a \$1 million catalyst gift from a retired schoolteacher, we were able to build the new \$11.5 million Holland Ice Park. \$9.5 million of the cost came from private donations, grants, and ARPA funds. In the last 3 years we made \$20.5 million of investment, costing taxpayers only \$2 million.

This is part of our Waterfront Holland initiative that stretches from Windmill Island to Kollen Park. It augments our Downtown Development Authority and Principal Shopping District. City investments have created new interest in surrounding properties and increased traffic downtown, sure signs of success.

Future Vision & Leadership -- Looking ahead 5–10 years, what is your vision for the city's economic future, and what specific actions would you champion as a councilmember to make it a reality?

This is a special time in the City of Holland. Other legislative bodies seem to be gridlocked with discord and divisiveness. But that does not currently exist with the Holland City Council. We have the same broad perspective of opinions as any governmental entity, but we do not have the animosity or tension.

Our council has agreed to engage only in civil discourse. We can disagree with one another without being disagreeable. And we have chosen to speak with one voice. We have healthy debates about policy issues, but once a vote is taken, all members get behind the decision.

And we only discuss or engage in matters that are “within our direct operational jurisdiction.” If we cannot control it, we do not spend any time on it. We believe we have limited time and patience. We do not want to waste any on things we cannot directly affect.

Our future depends on good governance. Before any policy decision can be made, a governing body must work well. My goal is to keep the Holland City Council working well, together. To do so, we need good people willing to step up and lead, and informed voters choosing the right candidates.

Brian Everitt

Regulation & Permitting -- What steps would you take to ensure city policies and processes, such as zoning and permitting, support business growth while balancing community needs?

I plan to arrange to meet regularly (at least quarterly) with business leaders to discuss problems and successes within Holland's policies and process.

Housing & Affordability -- How would you address the housing challenges that impact both residents and employers' ability to attract and retain workers?

Solving our ongoing housing challenges will require finding ways to work with our neighboring townships, as well as the city's, zoning and permitting groups to streamline our building process and allow for new innovative approaches to construction and compliance issues.

Infrastructure -- Transportation & Growth How would you approach investments in infrastructure (roads, broadband, utilities, transportation) to meet the needs of residents and employers while ensuring fiscal responsibility?

Our biggest challenge for infrastructure is addressing our preparedness (or lack of) for the oncoming stress from AI Data centers sharing our power grid (MISO) and changing the market which will raise our rates. The MISO grid is already highly stressed. The market is changing already. and will continue to as more and more data centers come on line. Current estimates say the centers in Michigan and Indiana alone will consume as much energy in 2027 as the whole state of Indiana consumes now.

We need to do more than the bare minimum we are currently doing. We need to have ordinances in place to protect our rates and we need to create battery storage for excess energy tons a back up to future shortages.

Traffic issues whether auto bicycle or pedestrian all need to be made safer and more secure through additional signage. The entire city grid needs to be re imagined for optimizing traffic flow throughout town.

Downtown & Commercial Districts -- What is your vision for supporting vibrant downtowns and commercial corridors that attract businesses, talent, and visitors?

Our downtown needs to develop a stronger cultural draw by utilizing our arts community even more than we do now. Our downtown street performers and art fairs are a nice start, but we need to grow this entertainment aspect of our town.

Future Vision & Leadership -- Looking ahead 5–10 years, what is your vision for the city's economic future, and what specific actions would you champion as a councilmember to make it a reality?

Over the next 5 years, I will work to see Holland develop a real performance venue for our lakefront with the goal of opening a Performing Arts Center on the lake before 2030. By 2035, I visualize a summer performance festival, filling our downtown with tourists for shows, food and festivities!

Holland City Council Ward 1 Candidates

Linda Falstad

Regulation & Permitting -- What steps would you take to ensure city policies and processes, such as zoning and permitting, support business growth while balancing community needs?

The City of Holland provides a strong foundation for business growth through its Economic Development Department, which offers guidance on zoning, permitting, redevelopment, and available incentives. These city resources make it easier for businesses to invest, expand, and contribute to Holland's long-term vitality.

We are also fortunate to have Lakeshore Advantage, a regional economic development organization that partners closely with the City to help entrepreneurs and employers access funding, site selection services, and workforce support. Their collaboration ensures that businesses not only grow but also remain connected to community values and priorities.

Together, these local and regional resources create a balanced approach to economic growth, one that supports innovation, good jobs, and strong neighborhoods. By aligning business expansion with thoughtful planning, infrastructure investment, and housing availability, Holland can continue to be a place where businesses thrive and residents enjoy a high quality of life.

This cooperative model demonstrates what makes Holland unique: a community that values both economic opportunity and social responsibility. Through smart growth and strong partnerships, we can sustain our local economy while preserving the character and connectedness that make Holland such a great place to live, work, and do business.

Housing & Affordability -- How would you address the housing challenges that impact both residents and employers' ability to attract and retain workers?

Housing affordability and availability directly affect Holland's ability to attract and retain a talented workforce.

Collaboration is key. The City can work with developers, employers, and organizations like Lakeshore Advantage, Housing Next, Jubilee Ministries, Habitat for Humanity, Heights of Hope, and the Holland Zeeland Community Foundation to identify barriers, streamline zoning and permitting for mixed-income developments, and encourage infill housing near jobs and transit. Employers can also play a role by supporting housing partnerships, down-payment assistance programs, or creative solutions like live-work developments and accessory dwelling units. Holland Public Schools hit the mark with "Teachers Live Here" providing downpayment assistance for teachers purchasing a home in the City of Holland.

By aligning housing policy with workforce needs, Holland can strengthen its economy, reduce commute times, and foster more vibrant, inclusive neighborhoods. Ensuring that people who work here can also afford to live here keeps our community diverse, resilient, and attractive to both businesses and families.

Infrastructure -- Transportation & Growth How would you approach investments in infrastructure (roads, broadband, utilities, transportation) to meet the needs of residents and employers while ensuring fiscal responsibility?

Holland has earned a reputation for careful planning and sound financial management. As a councilmember, I will continue that tradition—prioritizing infrastructure investments that meet community needs while protecting taxpayers.

Our Board of Public Works is one of our city's greatest strengths, delivering reliable utilities and reinvesting revenues locally. The BPW's Fiberhoods initiative is expanding high-speed internet access, supporting education, remote work, and business growth.

By coordinating upgrades to roads, broadband, water, and transportation, we can stretch every dollar, reduce disruption, and secure grants to keep costs manageable. Smart infrastructure planning connects neighborhoods, supports employers, and enhances everyday life without compromising fiscal responsibility.

Downtown & Commercial Districts -- What is your vision for supporting vibrant downtowns and commercial corridors that attract businesses, talent, and visitors?

Downtown Holland is the heart of our community, a place where residents, visitors, and businesses come together. A strong downtown helps attract new talent, supports small businesses, and reflects the creativity and pride that make Holland unique.

As your council representative, I will support continued investment in a vibrant, walkable downtown that balances commerce, housing, and public spaces. Encouraging upper-floor housing, supporting local entrepreneurs, and maintaining safe, attractive streetscapes all contribute to a thriving local economy.

Partnerships with organizations like Downtown Holland, the Holland Area Visitors Bureau, and Lakeshore Advantage can strengthen business recruitment while promoting arts, dining, and cultural events that bring people together year-round.

By prioritizing thoughtful design, accessibility, and a welcoming atmosphere, we can ensure that downtown remains a destination for all.

Future Vision & Leadership -- Looking ahead 5–10 years, what is your vision for the city's economic future, and what specific actions would you champion as a councilmember to make it a reality?

Holland's waterfront is one of our greatest community assets, economically, environmentally, and historically. Over the next decade, I will champion development that keeps the Waterfront for All, balancing business investment with public access and sustainability.

The redevelopment of the former James De Young site and surrounding lakefront to Kollen Park, offers a once-in-a-generation opportunity to create a vibrant, mixed-use waterfront that connects downtown, supports housing at all income levels, and draws new businesses, talent, and visitors. Thoughtful

planning can transform underused industrial land into a place where people live, work, and gather. This will strengthen Holland's economy and sense of place.

As a City Council member, I would support a comprehensive waterfront plan that includes public parks, trails, and year-round amenities alongside small business, hospitality, and residential space. By coordinating with the Board of Public Works, Lakeshore Advantage, the ODC, and others, we can ensure infrastructure is resilient and environmentally sound.

Our goal should be clear: to create a connected, inclusive, and welcoming waterfront that reflects the values of Holland, like innovation, stewardship, and community. By investing wisely and planning collaboratively, we can ensure the waterfront remains a shared asset that benefits all residents for generations to come.

Tim Vreeman

Regulation & Permitting -- What steps would you take to ensure city policies and processes, such as zoning and permitting, support business growth while balancing community needs?

Good communication and understanding are our best friends. The processes that are in place for zoning and permitting are easy to understand and engage a wide spectrum of city and community leaders.

Making sure that our boards are equipped with experienced men and woman is the key. These conversations take place on a regular basis well before zoning/permitting requests reach the city council. I appreciate the consistent timelines and processes that are in place to ensure the business community knows the next steps to get answers and direction. These timelines then compliment the "balance" that is needed to make sure we on city council, city leadership, and beyond understand and are equipped to have meaningful dialogue and make informed decisions. That dialogue then informs the other units of leadership that represent the even broader community needs.

In addition, the current UDO guidelines have already proven to support business growth and housing throughout our area and given a solid guideline to do so.

We have solid systems in place and they are working.

Housing & Affordability -- How would you address the housing challenges that impact both residents and employers' ability to attract and retain workers?

Simply continue to be a solid partner and empower as much as we can.

Although the city itself does not build homes, we support the variety of community partners who do.

The housing need in our area is across the board. Expanding housing opportunities at all price points is a priority. When we add housing options at different price points, we increase housing for all and in turn empower our employers to attract staffing.

Housing at all price points needs to continue to be the priority. For example, the addition of the Farmstead complex for senior adults on 24th Street opens up family housing at a variety of price points for our residents.

Additionally, encouraging a variety of housing options including apartments continues to be a priority.

Infrastructure -- Transportation & Growth How would you approach investments in infrastructure (roads, broadband, utilities, transportation) to meet the needs of residents and employers while ensuring fiscal responsibility?

We continue to demonstrate good stewardship of the all the resources allotted for each of our priorities.

Planning well and delivering under budget is consistently happening. The best current example we have today is the expansion and updates to our two fire departments finishing on time and under budget.

Holland is growing. The city staff is balancing needs and priorities each and every day.

Installation of city broadband is approximately 50% completed. This will continue to be a priority, and its positive impact remains to be seen and increases every day.

Although the city does not lead or operate transportation, we continue to partner with and participate with those that do like Max Transit.

We obtain and manage a long list of roads projects and related priorities. These are being evaluated and executed regularly. I'm proud of our streets team and the resources and leadership they provide to the residents.

Downtown & Commercial Districts -- What is your vision for supporting vibrant downtowns and commercial corridors that attract businesses, talent, and visitors?

My vision and hope - Keep it going!

The DDA and PSD continue to lead well and facilitate participation and growth. The options are endless.

The addition of the Ice Rink and expanded snow melt on 6th Street, and a solid infrastructure on our north side of downtown will continue to facilitate growth and provide for our current realities.

Our downtown continues to be dynamic and is consistently providing options in all four seasons for residents and visitors alike. I look forward to what the increase in options looks like with the opening of the Ice Park and all that it provides.

Future Vision & Leadership -- Looking ahead 5–10 years, what is your vision for the city's economic future, and what specific actions would you champion as a councilmember to make it a reality?

Guard and Encourage.

Holland economic future is bright and exciting. As the city of Holland continues to grow and live into its continued success, we need to shamelessly tell our story and promote collaboration amongst all stakeholders.

Our history of individuals and business leaders who have asked thoughtful questions, listened to the community input, and altered their plan whatever percent to accommodate and encourage others participation in our community is rich. We have examples of this around us each day.

We need to listen to one another well and invite others into discussions of growth, renewal, for thriving communities across the board.

As Holland grows, we need to really practice this and expand this to our neighboring communities and their leaders. Hollands impact and growth in many ways is linked to our surrounding areas, i.e. the City of Zeeland, Park township, Holland Township, Laketown Township, Allegan County, and Ottawa County. We must live into this every day for the continued growth and strong economic future.

Holland City Council Ward 3 Candidates

Tim Marroquín

Regulation & Permitting -- What steps would you take to ensure city policies and processes, such as zoning and permitting, support business growth while balancing community needs?

Regular review and aligning with the city's master plan to encourage smart growth, encourage collaboration, and ensure that regulations are supportive of both resident quality of life, as well as the need for business expansion or creation.

Encouraging communication between government and the business community to promote cooperation, transparency, and opportunities to collaborate.

Housing & Affordability -- How would you address the housing challenges that impact both residents and employers' ability to attract and retain workers?

It starts with understanding what is causing our housing challenges (affordability, owner-occupied vs. rental, land limitations, etc.). Based on an understanding of this data, as well as listening to the individuals and organizations who "work with housing", looking at housing solutions that include updating zoning laws (for example, greater density and a wider variety of housing types), converting underutilized commercial and/or office spaces for residential housing, and streamlining the permitting process to encourage changes to homes or the building of homes to allow for the attraction and retention of employees.

Infrastructure -- Transportation & Growth How would you approach investments in infrastructure (roads, broadband, utilities, transportation) to meet the needs of residents and employers while ensuring fiscal responsibility?

The investment in infrastructure, while not "exciting", is a necessary priority. Infrastructure is vital to a community working and operating, efficiently. Therefore, it needs to be modern, updated, technologically relevant, and cost-maintenance reasonable.

It needs to be an investment that is well planned, cost-minded (but not cost-cutting) and updated regularly, to ensure quality, consistency, and maximum operation.

Downtown & Commercial Districts -- What is your vision for supporting vibrant downtowns and commercial corridors that attract businesses, talent, and visitors?

To ensure a thriving downtown and commercial corridors means that there is collaboration between government and private-public business, which could include promotion and tax abatements or other financial considerations. Any area of commerce or business must be attractive to not only residents, but guests, tourists, and potential residents, alike.

This means getting to know the businesses and/or owners to understand their hopes and wishes for their business, but also making sure that all areas of the city are treated equally, in contributing to the economic vitality of the community

Future Vision & Leadership -- Looking ahead 5–10 years, what is your vision for the city's economic future, and what specific actions would you champion as a councilmember to make it a reality?

My vision is that the city's economic future and viability, come from a diversified portfolio of small businesses, corporations, downtown and commercial corridors, as well as entrepreneurial ventures, all contributing to the financial wellbeing of the city and residents.

This would come from my engagement with businesses, organizations, and residents of Ward 3, to find out the needs that could be brought to the entire council for consideration.

I also would encourage a stronger relationship between employers and schools to align career opportunities, internships, etc. that support a fully participatory community in employment and employment pathways.

I would leverage my current school board member experience and professional experience as a GVSU staff member, to connect the people, districts, and employers who would benefit from a collaborative partnership.

ByInda Sol

Regulation & Permitting -- What steps would you take to ensure city policies and processes, such as zoning and permitting, support business growth while balancing community needs?

In my four years, I've learned tons about the city of Holland's Unified Development Ordinance otherwise known as UDO.

UDO regulates the city's zoning and ensures the use of land throughout the city including designs of buildings, sights, trees, new streets and sidewalks. Under UDO all requirements must be met for new construction, including exterior renovations, and site alterations throughout the city without exception. UDO is in place to assist the City of Holland to grow strategically while managing the community's growth. To make certain the city of Holland continues to provide quality services to our customers. As a member of council, I'm fortunate that the city's leadership team (Department heads, city Manager, City Attorney, Mayor & members of council share their vast knowledge and expertise. This is part of the city's leadership checks and balances to guarantee UDO's regulatory document is being followed as outlined in the ordinance. It's been a great experience to learn both about city of Holland's UDO along with my colleagues. However, it does not negate the fact I will continually do my own due diligence to comply with the Unified Development Ordinance.

Housing & Affordability -- How would you address the housing challenges that impact both residents and employers' ability to attract and retain workers?

As current member of council, I have voted yes to utilize tools to partner with both private and public to create housing. Both employers and the City's mutually benefit.

TIF Redevelopment Requests

However, the burden falls on the employers to be take initiative in order to forge housing solutions for its employees.

"We" must be creative as the "rental gap" and "for sale gap" for housing are substantial. The greatest needs are for household incomes earning \$80K-\$125K a year. A 70 % increase in housing need for middle income home buyers.

What does housing solutions look like? Perhaps employers may assist employees with a down payment? Perhaps employees may need an affordable place to rent?

I'd go one step further employers may incentivize homeowner-employees to build Accessory Dwelling unit (ADU) to those interested. I recently built an ADU. I have created a new housing opportunity. Solution, what can that look like?

Infrastructure -- Transportation & Growth How would you approach investments in infrastructure (roads, broadband, utilities, transportation) to meet the needs of residents and employers while ensuring fiscal responsibility?

As a member of council, I've been a part of the budget process for the last four years, the Municipal Capital Improvement fund, long term financial forecast, Waterfront Holland management. Council oversees quality of services, connections to stakeholders, and organizational improvements. My stance is I have to be fiscally responsible with city revenues. My time on council I'd say I'm prudent with the general fund revenues \$35.7 million. The revenues the city generates we provide are far above most.

City of Holland is competitive and offers reliable and efficient services. My experience with the city I've learned if we do something we do it RIGHT, we plan, plan for contingencies. This is evident with 10-year plan of capital projects and 50-year strategic plan. Strategic planning is a vital component and high value for the city to guide our actions in our (SWOT) analysis which is reviewed annually by Council to establish consistency of purpose. SWOT Analysis, Objective Identification and establishing Council Priorities provide staff direction to create a budget and a plan that identifies strategies and resources to achieve desired outcomes.

Downtown & Commercial Districts -- What is your vision for supporting vibrant downtowns and commercial corridors that attract businesses, talent, and visitors?

I love our downtown & commercial districts. My vision is to actively continue to enhance downtown. We offer snow melt; we are building an awesome ice rink (Grand Opening 11/14/25) top of the line for both residents and visitors. Working on year-round programming at ice park. Downtown didn't just happen not only present-day city of Holland Leadership but previous leaders have been committed to vibrant commercial corridors that attract businesses, talent and visitors. Fact downtown business pays extra taxes and assessments to support the additional services and amenities downtown. Which seems ironic as they include so much to the downtown experience. We are still working on the Washington Avenue corridor, Waterfront Holland, and the South end commercial development. City of Holland will continually be striving to maintain strong financial position by offering marvelous services.

Future Vision & Leadership -- Looking ahead 5–10 years, what is your vision for the city's economic future, and what specific actions would you champion as a councilmember to make it a reality?

My vision for the city of Holland 5/10 economic years future I hope residents vote to approve the Headlee Override Amendment. This is key to continue to offer world class services: (Public Safety Police & Fire services, & Parks & Recreation. This will determine how the city proceeds. Secondly, I'd champion to finalize the details on the power plant land swap. For next phase of waterfront Holland. The citizens voted we must strive to fruition. Complete city fiber for all residents. Access to the internet is a requirement. Holland Parks & Rec. center design and planning. Future actions to pursue improvements on our non-motorized plan – Safe Streets for All. Planning for our super recycling center reducing our carbon footprint. These are few fun projects in my eyes for the residents. However, more importantly, continue to plan for balanced budget for next fiscal year, planning for Multi-Year financial projections which includes a 10-year general fund projection. Budget processed on an annual cycle which includes develop solutions to identify problems and discuss priorities. Which then allows management to effectively plan and implement changes. Along with these important policies it incorporates budget amendments, and finally Capital Project.

Holland City Council Ward 5 Candidates

Scott Corbin

Regulation & Permitting -- What steps would you take to ensure city policies and processes, such as zoning and permitting, support business growth while balancing community needs?

The City of Holland maintains regulations and permitting processes that support safe and sustainable business growth. These policies are designed not to hinder development, but to ensure workplace safety and foster public confidence in the businesses that serve our residents and visitors. Many of these requirements stem from state law or nationally recognized best practices, ensuring consistency and reliability across industries. At the same time, the City welcomes dialogue with the business community, just as with any property owner, to explore reasonable alternatives when they achieve the same level of safety and structural integrity. This partnership approach allows Holland to balance economic growth with community well-being.

Housing & Affordability -- How would you address the housing challenges that impact both residents and employers' ability to attract and retain workers?

The City has adopted the "PIZA" approach, Planning, Incentives, Zoning, and Abatements, to address housing challenges. However, lasting solutions must be regional, as employers across West Michigan depend on a diverse workforce that requires a variety of housing options. The City's strategy focuses on aligning zoning and density with neighborhood character while ensuring infrastructure can support growth. New tools such as housing-related brownfield abatements allow redevelopment of underutilized properties into attainable housing. By combining thoughtful planning, incentives, and regional partnerships, we can expand housing availability and affordability to strengthen our community and local workforce.

Infrastructure -- Transportation & Growth How would you approach investments in infrastructure (roads, broadband, utilities, transportation) to meet the needs of residents and employers while ensuring fiscal responsibility?

Holland approaches infrastructure investment with fiscal discipline and long-term planning. Road improvements are prioritized using PASER ratings to ensure funds are directed where most needed, within the constraints of state transportation revenue. The Board of Public Works continues to explore diversified and sustainable energy options while maintaining affordability for residents and businesses. Broadband expansion has been a success story, with strong take rates keeping costs low for users. As transportation modes evolve, we are rethinking road design, parking, and commercial traffic routes to enhance efficiency and safety. Future projects, whether funded by existing revenue, partnerships, or bonds, must demonstrate clear community benefit before pursuing any new millage or tax increase.

Downtown & Commercial Districts -- What is your vision for supporting vibrant downtowns and commercial corridors that attract businesses, talent, and visitors?

While I fully support a vibrant downtown, my focus as the 5th Ward representative also includes strengthening the South Washington corridor and other neighborhood business districts. A thriving city depends on balanced growth, where every commercial area, north, south, east, and west, has the opportunity to attract customers, entrepreneurs, and investment. Supporting façade improvements, streetscape enhancements, and public-private partnerships can help these areas reach their full potential. A strong retail and service presence throughout the city not only draws visitors to our downtown but creates a citywide network of success that benefits all residents.

Future Vision & Leadership -- Looking ahead 5–10 years, what is your vision for the city's economic future, and what specific actions would you champion as a councilmember to make it a reality?

In the next 5 to 10 years, I envision Holland as a model for balanced, sustainable, and technology-driven growth. We must continue strengthening our governance structure and aligning policies to support innovation, infrastructure, and families alike. Advancements in technology, including AI and automation, will shape the future economy, and Holland should be prepared to attract these opportunities. Strategic investment in utilities, transportation, the airport, and logistics will ensure businesses thrive while neighborhoods remain strong. My focus will be on growth that complements housing, supports fair wages, and enhances quality of life, making Holland a community where business and family success go hand in hand.

Holland City Council At Large Candidates

Quincy Byrd

Regulation & Permitting -- What steps would you take to ensure city policies and processes, such as zoning and permitting, support business growth while balancing community needs?

During my 10 years in this position I have supported and continue to support a professional staff and regular processes and updates to being a city that supports and is easy to work with for businesses. Holland is especially well positioned to support business growth while benefiting community needs through our Holland Board of Public Works (HBPW). Electric rates but also innovative approaches with a project like the anaerobic digester are examples to get the best results at the best rates.

Housing & Affordability -- How would you address the housing challenges that impact both residents and employers' ability to attract and retain workers?

As I have stated in the past this subject is near and dear to me on a personal level. I and my family at one time were homeless and unable to pay for our own housing while we were residents here in Holland. Because of my stance I have fully supported the building partnerships with Lakeshore Habitat for Humanity on our local home ownership projects like Vista Place, Vista Green, Ottawa Townhomes, Kollen Park project, and an exciting new project recently announced are examples of what has happend

Infrastructure -- Transportation & Growth How would you approach investments in infrastructure (roads, broadband, utilities, transportation) to meet the needs of residents and employers while ensuring fiscal responsibility?

This has been an area of success in recent years, which I am committed to maintain. I already spoke of the success of the Holland BPW, but again I am proud to have pushed for the Holland City Fiber by being on the original committee and what it will mean to our residence and employers...basically fiber at least twice the speed for half the cost. We have been ahead of the curve in investing in our underground utilities and roads when compared to the rest of the state and are excited that the recent state budget will supplement our funding to continue this progress

Downtown & Commercial Districts -- What is your vision for supporting vibrant downtowns and commercial corridors that attract businesses, talent, and visitors?

Our Downtown is the desired destination and the envy of the state but we also have a great district in Washington Square which is in my neighborhood and South Shore Village. I have been supportive and very pleased by staff efforts to continue to make great places to help ensure Holland as a place people want to live, work, visit, play and also invest in. I am very excited to see how the Holland Ice Park will serve to be a great example of how the decisions made at City Hall deliver on making sure we have a vibrant city for all.

Future Vision & Leadership -- Looking ahead 5–10 years, what is your vision for the city's economic future, and what specific actions would you champion as a councilmember to make it a reality?

I am proud to be an important part of a team at the city that continues to deliver in future planning and solid leadership over the last 10 years. Our formulation of 50 year capitol improvement plan and 10 year long term financial forecast had enabled the city to make educated decisions and I am committed to leading a continuation of this type of effective governance. The Headlee Override ballot question an example of a specific action I support. This is not a move of crisis or to raise taxes rates but rather a well planned proactive move that allows local leaders to maintain our current tax rate (not raise it) so we can continue to provide the services to our residents and businesses we think they deserve.

Abby Klomprens

Regulation & Permitting -- What steps would you take to ensure city policies and processes, such as zoning and permitting, support business growth while balancing community needs?

Holland is growing! People want to live here and be a part of our community which is wonderful, but it also means we need to be adaptable. I'm excited to see more new businesses, mixed-use property, and bustling residential neighborhoods all over Holland. As city council members, we must ensure "red tape" doesn't get in the way of our communities ability to innovate and thrive. As leaders, I think it's important to empower residents and small businesses to shape Holland's future.

Housing & Affordability -- How would you address the housing challenges that impact both residents and employers' ability to attract and retain workers?

When I collected signatures to run for this seat, everyone I spoke with shared housing as a major issue. From concerns over lack of affordability to too many rentals in residential neighborhoods, the housing crisis is top of mind for Hollanders. When elected, I will develop a Holland Housing Commission to bring together community members and stakeholders to discuss housing accessibility and affordability. There are many organizations working to tackle housing issues, and I feel it's the responsibility of the city to facilitate the conversation so recommendations can be brought to council directly from those affected by the housing crisis.

Infrastructure -- Transportation & Growth How would you approach investments in infrastructure (roads, broadband, utilities, transportation) to meet the needs of residents and employers while ensuring fiscal responsibility?

Holland never settles for second best. And while we excel in public-private partnership to provide top-notch services and care for our community, we know outsourcing is not always the answer. If we can do it best ourselves, we will. The Holland Board of Public Works is a prime example of the exceptional public services available in Holland. Instead of relying on big companies like Consumers or DTE who provide power for profit and are prone to outages, HPBW is reliable and efficient. I'm so excited for the expansion of fiber internet as well. Purchasing fiber through HBPW slashes my monthly internet bill by over half. That's huge for someone on a tight income in an increasingly expensive world.

Holland is fortunate to have the MAX Transportation Authority serving our community. When I was on the board, I rode every route, and I understand how many Hollanders rely on MAX to get to work, school, the grocery store, and medical appointments. MAX has done a lot of work to grow and provide more frequent, reliable rides to our community, and we must continue to support and advocate for accessible, quality public transportation.

Downtown & Commercial Districts -- What is your vision for supporting vibrant downtowns and commercial corridors that attract businesses, talent, and visitors?

Downtown Holland is one of the best shopping and dining districts in the nation for a city of our size. We are fortunate to have a passionate and involved Downtown Development Authority, and local investment in our small businesses. From “mom-and-pop-shops” to global headquarters, Holland has an incredibly diverse economic environment. Our future is bright, and it all starts with our people. Investing in housing, public transportation, green spaces, and public education is the foundation of any successful community.

Future Vision & Leadership -- Looking ahead 5–10 years, what is your vision for the city’s economic future, and what specific actions would you champion as a councilmember to make it a reality?

Creation of a housing commission. I believe it’s the duty and responsibility of the city to facilitate conversation and policy-making to address the current housing crisis. By bringing together community members, builders, business owners, landlords, renters, and other community partners, we can take effective and efficient action to address housing affordability and access in Holland.