



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF THE JANUARY 8, 2024, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, January 8, 2024, at 8:00 a.m. at the Ada Township Hall, Assembly Room, 7330 Thornapple River Drive, Ada MI.

**I. CALL TO ORDER AND ROLL CALL**

The meeting was called to order at 8:00 a.m. by Chair Knapp.

**BOARD MEMBERS PRESENT:** Coe, Frost, Idema, Knapp, Leisman, Turan, Vogl

**BOARD MEMBERS ABSENT:** Harrison

**STAFF AND OFFICIALS PRESENT:** Buckley, Said, Stichman, Karrip (Market Manager)

**PUBLIC PRESENT:** 11

**II. APPROVAL OF AGENDA**

Moved by Vogl, supported by Coe, to approve the agenda as presented. Motion carried.

**III. APPROVAL OF MINUTES OF DECEMBER 11, 2023, REGULAR MEETING**

Moved by Idema, supported by Turan, to approve the minutes of December 11, 2023, Regular Meeting, as presented. Motion carried.

**IV. APPROVAL OF PAYABLES – none**

**V. UNFINISHED BUSINESS**

**a. Progressive Tasting Event Series Update - *verbal update***

Stichman said Progressive Tastings is an event that the DDA Board approved for the duration of this fiscal year and the 2024/25 fiscal year. Stichman has been working with Cynthia Hegadorn, Progressive Tastings Consultant, and they discussed switching over from Cynthia collecting the revenue and giving it to the restaurants to the DDA doing it. However, due to information from legal counsel regarding the MLCC rules, the DDA would be restricted to ticket sales for food only, no alcohol. Stichman noted that the restaurants may still choose to serve alcohol but under their own liquor license. She briefly explained the process of the event and how it works between the ticket sales and distribution to restaurants.

There was discussion among the DDA Board and Stichman regarding concerns with shifting the responsibility to the DDA/Stichman and/or keeping a third-party contractor. Turan spoke highly

of the Progressive Tastings event and said that it is a good opportunity to advertise/market your business. It was agreed that Stichman would obtain the necessary documentation/contract information for the transfer and provide it to the DDA at the February meeting.

Moved by Leisman, supported by Turan, to proceed with the January Tastings outlined by the DDA Director, subject to the DDA reviewing the final documents in February. Motion carried.

## **VI. NEW BUSINESS**

### **a. Review and Approve Proposed Meeting Dates for FY24/25**

Stichman referred to the memo with the proposed meeting dates for the next fiscal year. Frost noted that the proposed May and June dates were incorrect, and the corrections were discussed and changed.

Moved by Vogl, supported by Idema, to approve the amended proposed meeting dates for the fiscal year 2024-2025. Motion carried.

### **b. Consider Application for Resolution of Support for Redevelopment Area Liquor License Application, Michigan Coffee Crew – Ada A6, LLC, 7366 River Street SE, Suite 101**

Stichman stated that she received an application for a Tavern on-premises Redevelopment Area Liquor License from Warner Norcross + Judd LLP, on behalf of Loren Crandell, President of Michigan Coffee Crew. The business is to be located in the new A6 development at 7366 River Street, Suite 101. This development is currently under construction. Once the space is complete, Michigan Coffee Crew will operate at a franchise location of Foxtail Coffee.

Stichman explained that after review by the DDA Board, any recommendation will be included with the application and reviewed by the Township Board for approval of a local governmental support resolution that is required by the MLCC.

Stichman referred to the supporting documentation in the packet. Michigan Coffee Crew intends to be open to customers from approximately 6:00 a.m. to 9:00 p.m. and plans to hire three managerial employees and fifteen additional part-time employees to staff the café. The applicant believes that a liquor license at the café will help to maximize use of the proposed location and solidify the café as a valuable addition to the Ada community.

Sam Nichols, works for Baton Collective (formerly CDV5) with Loren Crandell, introduced himself and said that the goal of Foxtail is to be a welcoming coffee shop.

Moved by Leisman, supported by Turan, to approve and recommend support of resolution DDA-010824-1 for the redevelopment liquor license application for Michigan Coffee Crew and authorize the DDA Chair to sign the appropriate resolution. Motion carried.

**c. Consider Landscape Architecture Proposal from Progressive AE for Pedestrian Walkway Project**

Stichman said she began to explore opportunities to make improvements to the pedestrian walkway located between Nonna's: The Trattoria (584 Ada Dr SE) and Ada Barber Shop (576 Ada Dr SE). The brick pavers pose some pedestrian safety concerns that need to be addressed. The current sand base appears to be eroding causing the brick pavers to sink into the ground. Initial cost estimates show it being more expensive to relay the existing pavers after the base has been repaired, than it would be to replace them with new pavers. Since there is a necessity to replace the brick pavers, staff believe it is a good time to consider additional improvements to beautify the walkway and make it more pedestrian friendly. We have spoken with Walt VanderWulp (owner of Ada Barber Shop) and Randy Damstra (Owner of Nonna's building) and both are open to improvements being made. Further conversations will be had with each party as we move through this process.

Stichman referred to the proposal from Progressive AE for landscape architectural services for visualizing design improvements to the pedestrian walkway. The proposal outlines the scope of services, clarifications, proposed schedule, and compensation to be considered by the DDA Board. Scope includes a rendered site plan and a 3D drawing of the potential design. Based upon the identified scope of services, Progressive AE outlines a total of \$5,000 plus reimbursable expenses estimated at \$150. A total of \$40,000 is being requested in the FY24/25 budget for the completion of this project.

Following DDA discussion, it was moved by Vogl, supported by Idema, to approve the proposal from Progressive AE for landscape architectural services and authorize the DDA Director to execute the contract for these services in an amount not to exceed \$5,500. Motion carried.

**d. Farmers Market Annual Report Presentation – Stephanie Karrip, Market Manager**

Stephanie Karrip, Farmers Market Manager, presented an annual report on the market operations from June 2023 – October 2023. She summarized her report and went over specific topics, comparing numbers from the previous year: number of vendors, vendor rates, visitors' attendance (approx. 2,900 people attended), 2023 budget update and budgeted numbers for 2024/25, special programs (kids storytime, face painting & music in the market), and social media (via Instagram and Facebook).

Karrip shared things she would like to see implemented in the 2024 season: increased marketing, more signage, market maps, collaborating with AVA-Library program/theme related with the market, increase adult volunteers/possible internship, and add more food trucks.

Moved by Leisman, supported by Turan, to accept the 2023 Ada Farmers Market Annual Report dated January 8, 2024, and commend Manager Karrip for a job well done. Motion carried.

**e. Review and Discuss Proposed 2024-2025 Fiscal Year Budget Draft**

Stichman referred to the proposed budget for the DDA for the 2024-25 fiscal year, beginning April 1, 2024. She said that based on the feedback received from today's meeting, she will make any desired changes to the draft budget document and provide a final copy for the DDA to review in February, prior to the Township Board ultimately approving it in March. Footnotes are included in the draft budget to show more of a breakdown of each project included. Stichman touched on a few items to highlight revenues and expenditures (reference memo).

There was DDA discussion regarding funds, parking, stabilization, revenue increase for public safety, and it was agreed that the DDA continue conversation about a plan for reserving funds for additional operations expenses and/or the possibility of land acquisitions. Leisman said it would be helpful to have a more detailed breakdown of specific revenues to review at the February meeting. Stichman will provide a detailed breakdown as requested and she said that Manager Suchy has a good projections document that she will include for the review of budget at the DDA meeting in February.

## **VII. REPORTS AND COMMUNICATIONS**

### **a. DDA Financial Report, December 31, 2023**

Stichman referred to the financial outline and mentioned a few main points: Community events expenditures in the amount of \$38,000 include payment to Surface Renew for the purchase and installation garland for the lighting display, phone allowance expenditure, office supplies/services, and contract service for the salt application in November. Financial activity for the Farmers Market included expenditures totaling \$100.90 in operating supplies.

### **b. Director/Staff Reports**

Stichman reminded the DDA members that she would be out of the office from January 9-19 and back in the office by January 22. She noted that the Social District proposed expansion that the DDA approved will be going to the Township Board at their meeting tonight and requesting hopes for their final decision at the January 22<sup>nd</sup> meeting.

## **VIII. BOARD MEMBER COMMENT - none**

## **IX. PUBLIC COMMENT**

Betsy Ratzsch, 7653 Fase Street, shared the concern that Ada no longer has any art galleries. She would like to promote the idea of a location or facility where artists, craft makers, and small creative businesses can cluster and display their art (like a 'chalet'). Stichman offered to meet with Ms. Ratzsch for further discussion on the topic.

Michelle Caudle, on the Board for Riverpoint Condominiums, said that she has heard of some changes that may be happening at the Leonard Field ballpark. Township Supervisor Leisman recommended for her to contact the Township Manager or the Parks Director for additional information.

Shelley Cloutier, Owner of Ada Village Pharmacy, said she was part of the farmers market during the summer (the pharmacy had a vendor booth), and she spoke with many of the vendors. She said the vendors shared with her that they felt the Ada Farmers Market was slower than other market locations and their concern was that it may be the marketing/advertising and the semi-hidden location of the market. Shelley said that her intent was to have a voice for the vendors and simply share this information with the Market personnel/planners.

**X. ADJOURN MEETING**

Moved by Coe, supported by Turan, to adjourn the meeting at 9:45 a.m. Motion carried.

Respectfully submitted:

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Dawn Marie Coe, DDA Secretary

rs:eb