

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE JANUARY 10, 2022, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, January 10, 2022, 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, Bowersox.

BOARD MEMBERS PRESENT: Bowersox, Coe, Frost, Idema, Knapp, Leisman, Norman, Vogl

BOARD MEMBERS ABSENT: Harrison

STAFF AND OFFICIALS PRESENT: Buckley, Fitzpatrick, Moran, Said, Stichman, Suchy

PUBLIC PRESENT: 5

II. APPROVAL OF AGENDA

Moved by Idema, supported by Norman, to approve the agenda as presented. Motion carried.

III. APPROVAL OF MINUTES OF THE DECEMBER 13, 2021 REGULAR MEETING

Moved by Coe, supported by Leisman, to approve the minutes as presented. Motion carried.

IV. APPROVAL OF PAYABLES - none

V. UNFINISHED BUSINESS

a. Review and Approval of Timeline for Visioning/Planning Process with Travis Alden

Travis Alden, Senior Director of Community Development at The Right Place, introduced himself and said that he and Haley had discussed what the DDA was looking for, the needs and dynamics of the planning process, and his approach was to focus on an actionable process for the DDA to be able to hit the ground running and productively move forward.

Alden shared a little bit of history about himself and his role with The Right Place. He presented history about The Right place and said that The Right Place was west Michigan's leading economic development organization. Alden shared The Right Place's mission and vision and their 5 guiding principles; excellence, integrity, collaboration, inclusivity, and forward thinking.

Alden referred to the goals and objectives timeline and explained the process. The proposed timeline would begin the week of January 31 and by the May 9th meeting, the DDA would have a set of goals and priorities to move forward with. Alden said it would be a flexible process and the DDA should feel free to change direction, if necessary, as the process progresses. Alden said that 100% participation was the goal and encouraged DDA members to schedule their time best that they could.

Norman said he was excited to have Alden at the meeting and appreciated his approach on the process.

There was Board discussion about understanding the difference between a strategic plan vs. the planning process with Travis as facilitator, the steps to obtaining goals and priorities, and the timeline of meetings/sessions (a.m. or p.m.).

It was determined that Alden would put together dates and times of work sessions and get information to the DDA members for input and commitment.

b. Review Proposed FY 2022-2023 Fiscal Year Budget & 2022-2028 Capital Improvements

Stichman referred to the proposed budget for 2022-2023, beginning April 1, 2022, and the Capital Improvement Project worksheets discussed at the December meeting. Stichman said there were some significant changes in comparison to last year's budget and went through a brief line by line breakdown.

Stichman explained the Revenues; projections, IFT, and special events. She said that additional DDA IFT was expected and there were some adjustments made by the auditor that would be presented to the Board in February.

Norman asked to explain the difference between ad valorem and IFT. Stichman explained that ad valorem was the tax increment financing revenue that the DDA takes in. The IFT was the industrial facilities tax for tax exemption for Amway.

Stichman proceeded to go through the Expenditures; maintenance support, contract services, landscaping (within the development district), capital outlay (in place of capital improvements), membership & dues, and additional expenditures for special events and projects.

Suchy said the maintenance support expenditure reflected 5% of building and grounds/Parks support staff wages. The new expenditure would be included as a line item for various Township funds.

Norman noticed a big jump in medical and dental insurance. Suchy explained that the increase was due to the 5% staff allocation and that he also had an update from the insurance carrier for a projected 7.8% increase and he would be meeting with them for further discussion.

Stichman concluded with a breakdown of budget numbers for all the special events and programs and she referred members to the Township budget adoption calendar for the timelines.

VI. NEW BUSINESS

a. Consider Application for Resolution of Support for Redevelopment Area Liquor License Application, Scopo Hospitality, LLC, 7423 River Street

Stichman stated that an application for a Class C on premise redevelopment liquor license was received.

Paul Berglund, of Scopo Hospitality, LLC, and new restaurant owner, introduced himself and said he had been in the restaurant business for 19 years and he was looking forward to opening his new craft-focused pasta and pizza restaurant located across the street from Zeytins.

Mr. Berglund described the restaurant having 100-115 indoor seats and 40-50 seats outside, about a 4,000 sq. ft. area. He said he envisioned the restaurant being a great gathering place for families, couples, business groups and groups of friends. He said his plan for hours of operation was to be open 7 days a week for lunch and dinner, but firm hours had not been determined.

Mr. Berglund said he expects to open the restaurant in late 2022 and he requested support from the DDA for a class C Redevelopment Liquor License.

The DDA Board members welcomed Mr. Berglund to the Ada community and shared their excitement for the addition of a new restaurant in Ada.

Moved by Leisman, supported by Vogl, to adopt Resolution DDA-011022-1 to support the application for liquor license. Motion carried by roll call vote 8-0, with 1 absent.

b. Review of Proposed 2022-2023 Meeting Dates

Stichman presented the proposed 2022-2023 DDA Meeting dates, including the two Informational Meetings, and said the dates would be provided to the Township Board for formal approval in February.

c. Consider Scheduling a DDA Training Session the Week of January 31

Leisman welcomed the new DDA members. Leisman requested the DDA hold a training session to talk about things like the amount of bonds, payments, taxes, budget, etc. He thought it would be helpful for the new members as well as a good reminder for all members and staff.

Stichman said it was a great recommendation by Leisman especially going into the visioning and planning process and she shared the dates for consideration. Stichman would coordinate via email when all members had agreed to one of the four dates.

Moved by Idema, supported by Bowersox, to set up the training session on a date to be determined. Motion carried.

d. Discussion Regarding the Designation of a Social District in Ada

Stichman stated that the social district subject had come up in past meetings and she had received numerous inquiries. She said designating a social district in Ada would give visitors the ability to purchase alcohol from establishments within the social district area with restrictions.

Stichman explained the businesses interested to participate would need to obtain a license from the MLCC and there was a \$250 application fee. She informed some of the other parameters in the memo/packet that would need to be met and that she would continue conversations with the ABA and CDV5 to define the necessary requirements.

Stichman said the goal would be to have the social district established by May and requested the DDA to take into consideration.

There was Board discussion about whether a social district was right for Ada and/or if a trial attempt would be needed, how to establish boundary restrictions, possible amendments to an established area, and managing and promoting it.

Suchy explained how the social district process worked in Rockford and concluded that he and Stichman wanted to introduce the idea to the DDA for their feedback.

VII. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, December 31, 2021

Stichman presented the outline with significant DDA Operations/Construction activity during December; landscaping, winter wonderland, and bridge lighting payments.

Stichman gave an update on the winter wonderland electrical and scheduling issues and said she had worked with Brazen Electric, Parks & Rec and Building & Grounds, to work through the issues. She advised that she would look into the improvements to make for next year.

b. Director/Staff Reports

Norman asked if the Township fell under the OSHA rules. Suchy said that they would potentially, once they factor in election workers.

Stichman mentioned that public parking signs had been installed at the Community Church entrances and would continue to work on promoting public parking.

VIII. BOARD MEMBER COMMENT

Leisman formally welcomed the new DDA Board members.

IX. PUBLIC COMMENT

Mark Fitzpatrick, Parks Director, commented on the Grant application for the Leonard Field. Fitzpatrick shared that last February he requested a letter of support of \$50,000 from the DDA toward the project and submitted the Grant to the DNR. He said he was contacted by the DNR that he was awarded the Grant, but it was a slow process and would affect the original timeline.

Julius Suchy, Township Manager, welcomed Lindsey and Jeremy to the DDA Board. Suchy commented on the proposed budget review and the DDA's desire of having a surplus. Suchy said that ideally we need to identify what needs to be removed and Haley would need their feedback to identify what was the surplus level/what was the amount going to be and where did it come from. He requested the DDA consider the different projects and identify what the DDA wanted to participate in and what they did not want to participate in. He said that information would be very helpful to staff.

X. ADJOURN MEETING

Moved by Norman, supported by Idema, to adjourn meeting at 9:57 a.m.

Respectfully submitted:

Devin Norman, Secretary

rs:eb