

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE JANUARY 11, 2021, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, January 11, 2021, at 8:00 a.m. via video/audio-conferencing, in conformance with Public Act 228 of 2020 concerning temporary authorization of remote participation in public meetings.

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:03 a.m. by Chairperson, Bowersox.

BOARD MEMBERS PRESENT: Bowersox, Coe, Harrison, Idema, Knapp, Leisman, Wright

BOARD MEMBERS ABSENT: Norman, VanderWulp

STAFF AND OFFICIALS PRESENT: Buckley, Ferro, Moran, Suchy

PUBLIC PRESENT: 2

II. APPROVAL OF AGENDA

Moved by Idema, supported by Coe, to approve the agenda as presented. Motion passed by roll call vote 6-0, with 3 absent.

Wright arrived 8:05 a.m.

III. APPROVAL OF MINUTES OF THE DECEMBER 14, 2020 MEETING

Ferro suggested a correction needs to be made to the December 14, 2020 minutes.

Moved by Harrison, supported by Leisman, to approve the minutes as presented with correction on page 2, 5th paragraph to read \$40,000; not \$4,000. Motion passed by roll call vote 7-0, with 2 absent.

IV. FARMERS MARKET ANNUAL REPORT

Market Manager, Jennie Macanaspie, presented a market summary of 2020 and proposed budget for 2021. Macanaspie said vendor registration was down in 2020 and some vendors communicated reluctance with the adopted MIFMA (Michigan Farmers Market Association) Covid guidelines; there were challenges monitoring customers arriving to ensure proper protection guidelines were being followed.

Macanaspie stated the feedback from the vendors was that most of them recorded 50% more business than in the past and from a dollar standpoint, they were very successful. She explained the vendors said people/customers were buying in greater quantities and really appreciate the farmers and the feeling of safety/comfort buying in their own local community.

Idema asked if there are commitments from vendors for this next season. Macanaspie stated she hasn't heard much from the vendors yet, but pretty much knows the standard/returning ones and should know more in the next month.

Macanaspie said she hopes to have more retail vendors this season and items like; clothing, organic-fresh milk, fresh poultry, traditional meats and commended the fish vendor, 'the fish guy' that returns each year and draws a lot of customers.

There was Board discussion about the current location of the market and hopes to build up traffic with the new Library and outdoor activities, especially for kids, to help draw more customers into downtown. There was additional discussion about the possibility of a new market location on River Street and that

may be looked at in the future.

Ferro stated the Library will be beneficial to the market and we should see traffic increases. Ferro said he thinks we should have as a goal to reverse the long trend of a decline in size of the market and gain back some of what was lost.

Macanaspie reviewed the preliminary 2021 budget, as included in the packet, with a total expense amount of \$9,785.

Leisman stated there is \$250 budgeted for Advertising and Promotion and he wondered if that would be enough. Macanaspie stated they have never done any 'placed advertisement' and would like to consider additional advertising costs but will have to do more research for quotes; will work with Jim Ferro on that. Macanaspie said she will also look into returning to Market Outreach via Facebook.

Ferro stated the one thing he sees lacking on the revenue side is sponsorship, in the past have generated as much as \$1,000 from sponsorship fee. Leisman asked Jennie if she has tried to talk with the Ada Business Association for a sponsor. Macanaspie said that was a great idea and will look into that.

Leisman suggested to 'bump up' amounts and add \$1,000 each to Sponsorship and Advertising. Macanaspie agreed with Leisman and will make changes in the budget.

V. REVIEW AND APPROVE PROPOSED BUDGET FOR FY 2021-22

Ferro presented the proposed budget included in the packet. Ferro stated there is a fair amount of line-item detail for the Board to review. Ferro said on the revenue side, the numbers for Millage revenue and Tax Increment revenue are based on a 1.5% increase from the current year and is not based yet on any taxable value data from the township assessor. Ferro went over the other revenue details; Government Stabilization Fund, Special Events and Interest Revenue.

Ferro reviewed expenditures including; DDA staff support for \$55,000/yr. for 9 months, Parking Space Striping, Street Sweeping, Garland Hanging & Removal, Holiday Tree purchase, and Printing. There was Board discussion to put money in the budget for the expansion of the new holiday deer herd displayed in the Village this year and the possible cost-sharing of the installation expense in the future. The Board members agreed to have final budget decisions voted on at the February meeting.

There was Board discussion on increased Library costs and whether to budget for Library promotion amount or increase the amount budgeted for Marketing/Promotion Consultant. Leisman stated there has been a push for the Township to use General Township Funds to promote the Library and Library events and it was talked about involving the DDA. Suchy stated there is room in the budget if the DDA wanted to participate in the marketing of the Library and the downtown events tied into the holiday displays. Suchy stated we could move up the Marketing/Promotion Consultant to \$35,000 and ultimately anything that was to be spent on that ~~would come back to the DDA first.~~ would first come back to the DDA Board for approval.

Ferro discussed the Improvements part of the budget. Ferro went over details in the Capital Improvements, Community Events, and Farmers Market in the proposed budget.

Ferro presented details of the Capital Improvement Projects on a screenshare and summarized the projects for the upcoming fiscal year.

Ferro explained the worksheet on the sidewalk grinding expense and its on-going project throughout the Village.

VI. DISCUSSION OF RESIDENTIAL PARKING ISSUES IN THE VILLAGE

Ferro stated concerns have been expressed that some of the parking supply is being used for the long-term parking of vehicles, particularly by residents on Bronson Street. Ferro said there has been thought about possible restrictions on the duration of parking, but want to make DDA aware and get some thoughts on the matter.

Idema stated that she has mentioned this before and about 4-5 spaces are used for permanent parking by residents and maybe we should have some kind of ordinance saying these spots are not to be used for permanent parking.

Suchy stated depending how an ordinance is written, most times it will be for 24 hours in a row or no more than 72 hours but every time a resident moves their car, a new time window of enforcement is created. Suchy said he is not opposed to an ordinance it just needs to be thought out well and if the DDA felt strongly about it, there might be financial contribution that would require extra enforcement that we don't have the capacity for now. Suchy explained currently the enforcement is if a vehicle is not registered or inoperable the community policing officer will meet with the resident and determine whether the vehicle should be removed. There was further Board discussion on possible parking ordinances and considering short-term parking restrictions; 2-hour limit or 4-hour limit, and it was agreed to discuss more in future meetings.

VII. DDA FINANCIAL REPORT, 12/31/20

Ferro stated the only significant financial activity to report was paying for our \$20,000 share of the enhanced holiday decorations.

VIII. BOARD MEMBER COMMENT - none

IX. PUBLIC COMMENT – none

X. ADJOURN MEETING

Moved by Idema, supported by Harrison, to adjourn meeting at 9:16 a.m. Motion passed unanimously.

Respectfully submitted:

Devin Norman, Secretary

rs:eb