



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
MINUTES OF JANUARY 15, 2025, SPECIAL WORK SESSION, 8:30 A.M.**

A Special Work Session of the Ada Township Downtown Development Authority (DDA) was held on Wednesday, January 15, 2025, at 8:30 a.m. at the Amy Van Andel Library, Community Room #2, 7215 Headley St SE, Ada, MI.

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:42 a.m. by Chair Knapp.

BOARD MEMBERS PRESENT: Cloutier, Coe, Harrison, Idema, Knapp, Turan, Vogl, Korth,

BOARD MEMBERS ABSENT: Frost

STAFF AND OFFICIALS PRESENT: Austin, Said, Suchy, Treasurer Moran,

PUBLIC PRESENT: None

II. APPROVAL OF AGENDA

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

III. UNFINISHED BUSINESS - none

IV. ~~NEW~~ NEW BUSINESS

a. Goals & Objectives Work session #1 – Evaluating performance on Existing Objectives

Travis Alden, facilitator from The Right Place, started the discussion with a brief overview of the premise of the work session. He described to the board that we are seeking to evaluate the current objectives of the DDA to decide whether they still have relevance to the current state of the district or if there should be a new orientation of the board. Discussion was had about whether the 2022 objectives that were enacted had been accomplished or if they should remain as goals and objectives.

The DDA believed much progress had been made regarding Objective 3 Beautification/Placemaking and that the actionable items within that objective could be replaced with new items. They stated that more brick-and-mortar infrastructure improvements should be analyzed to keep this objective relevant.

The DDA expressed that the streetscape furniture/refuse receptacles should be treated as a priority in 2025, and that wayfinding signage should be evaluated as well contingent on the Township Board progress on the Trails Wayfinding. The DDA also expressed that a more deliberate tree plan for vegetation within the right-of-way in the DDA district should be included to reap the benefits of tree canopy and increased natural aesthetic.

Travis Alden expressed that he had good input regarding the revisions needed for Objective 3 Beautification and Placemaking. He confirmed a rough timeline of 2 additional months and 2 additional work sessions with the DDA and also informed them that he will continue to communicate with Director

Austin on including community stakeholders in the follow-on meetings and implementing a survey to improve feedback.

V. ~~VIII.~~ BOARD MEMBER COMMENT - None

VI. ~~IX.~~ PUBLIC COMMENT

Treasurer Moran stated that he enjoys participating with the DDA on these work sessions and that he appreciates the thoughtful dialogue and intentional commitment of the DDA Board members to this necessary update.

VII. ~~X.~~ ADJOURN MEETING

Moved by Idema, supported by Turan, to adjourn the meeting at 10:49 a.m. Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

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