



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF THE FEBRUARY 12, 2024, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, February 12, 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:** Cloutier, Coe, Harrison, Idema, Knapp, Leisman, Turan

**BOARD MEMBERS ABSENT:** Frost, Vogl

**STAFF AND OFFICIALS PRESENT:** Buckley, Said, Stichman, Suchy, Chief Murray, Treasurer Moran

**PUBLIC PRESENT:** 0

Knapp introduced new DDA member, Shelley Cloutier.

**II. APPROVAL OF AGENDA**

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

**III. APPROVAL OF MINUTES OF JANUARY 8, 2024, REGULAR MEETING**

Moved by Idema, supported by Turan, to approve the minutes of January 8, 2023, Regular Meeting, as presented. Motion carried.

**IV. APPROVAL OF PAYABLES – none**

**V. UNFINISHED BUSINESS**

**a. Review Progressive Tasting Event Series Agreements**

Stichman recapped, as presented at the DDA Board Meeting in December, staff noted that there was discussion with legal counsel about the process for the DDA to sell the tickets for Progressive Tastings. It was determined the best path forward is to restrict tickets to food-only tickets, and then if restaurant owners decide to provide drink samples, they may do so, ensuring that alcohol is distributed under their (restaurant/s) liquor license. Stichman referred to the formal agreement in the packet for DDA to review. The DDA reviewed the Progressive Tasting Event Service Agreement with Community on Canvas and the Participation Terms and Conditions drafted by legal counsel.

Following brief DDA discussion, it was moved by Harrison, supported by Turan to approve the updated Progressive Tastings Event Service Agreement, and authorize the DDA Director to execute the contract with Cynthia Hagedorn from Community on Canvas. Motion carried.

**b. Review and Approve Proposed 2024-2025 Fiscal Year Budget & 2024-2030 Capital Improvements**

Stichman referred to the updated draft of the proposed budget for the DDA Fund for the 2024-25 fiscal year, beginning April 1, 2024, and a summary of the proposed capital improvement projects (included in the packet). Based on conversation from the January meeting, staff prepared a DDA Fund budget forecast which outlines the assigned fund balances for parking and Beers at the Bridge and the unassigned fund balance for additional conversation.

Stichman went over a few of the changes made since the last review: parking fund balance and Beers at the Bridge balance, leaving an unassigned fund balance of \$295,589. She said that footnotes are included in the draft budget to show more of a breakdown of each project included, and she made note that the Placer.ai software is not included in the budget proposal.

There was DDA discussion regarding the parking fund and its purpose, and possibly reviewing the budget history (Stichman to provide).

Moved by Harrison, supported by Idema, to approve the FY 24-25 DDA Fund Budget and 2024-2030 Capital Improvements for review and approval by the Township Board. Motion carried.

**VI. NEW BUSINESS**

**a. Discussion of DDA Board Election of Officers**

Stichman said that the Election of Officers usually takes place at the first meeting of the fiscal year (April 8, 2024). She said the DDA will be needing to elect a Chair, Vice-Chair, and Secretary.

**b. Review 2024 Village Streetscape Maintenance & Flower Planting Services Bid from RRR Lawn and Landscape**

Stichman said the streetscape maintenance and flower planting service contract was transitioned to the Downtown Development Authority in 2022. RRR Lawn and Landscape was awarded the bid this past planting season.

Stichman shared that RRR Lawn and Landscape truly showcased their understanding of what it takes to complete the project. Staff have been pleased with the level of work completed this season, and the feedback from the community has been positive. She noted that due to some irrigation issues there were a few setbacks in the planting season.

Stichman concluded that based on the positive feedback and the overall experience working with RRR Lawn and Landscape, she believes it is in the best interest to continue working with RRR for the 2024 planting season. The DDA has included a total of \$37,000 for FY24-25 for Landscaping/Beautification based on the attached bid proposal from RRR Lawn and Landscape. She noted that the proposal outlines a 45% increase in costs over last year and referred to the narrative and detailed invoice for an explanation of the increase (i.e., hours of labor, plant costs).

Moved by Leisman, supported by Coe, to Award Village Streetscape Maintenance and Flower Planting Services Bid to RRR Lawn and Landscape for a One-Year Period in the Amount of \$36,451.77. Motion carried.

**c. Review and Approve Beers at the Bridge Event Management Budget for 2024 Summer Concert Series**

Stichman referred to the event management plan and budget that outlines expenses and projected revenue for the 2024 Beers at the Bridge Concert Series – the DDA is being asked to approve a plan to move forward with processing invoices. Please note that certain expenses are being estimated based on 2023 pricing and are subject to change as she works through the planning process with vendors. Significant changes to estimated figures will be brought back to the DDA Board for review. She touched on some main expenditures to consider; entertainment costs, sound management, branded compostable cups, security services, equipment rental/fencing costs, beer & sangria costs, and promotional materials via Seyferth PR (additional topics; kids activities and volunteer/sponsorship appreciation events).

There was extended DDA discussion regarding the event: additional topics & related costs, the new location on River Street ('downtown') and the differences from Leonard Field/Bridge, the possibility of eliminating the entry gates and fencing, working with the MLCC regulations, consider purchasing rental equipment, and overall re-thinking/brainstorming event ideas and/or changes.

Leisman encouraged the DDA members to re-imagine the event and consider taking down the gates/fencing and security (like Wednesday evenings for the concerts).

Moved by Harrison, supported by Turan, to approve the Beers at the Bridge Budget as outlined in the event management plan and memo and authorize the DDA Director to process invoices and contracts for services listed in the event management plan. Motion carried.

**d. Review and Approve Farmers Market Manager Contract for 2024 Market Season**

Stichman said that Stephanie Karris has expressed interest in continuing her role as the Farmers Market Manager for the upcoming 2024 Market season, and her current contract is effective through March 31, 2024. Stichman noted that in preparation for the new market season, she has prepared a contract with notable updates. After conversation with Stephanie, there was a consensus that communication expectations need to be outlined more clearly for the Farmers Market Manager Position. The updated contract now includes anticipated deliverables and communication guidelines as part of the Market Manager duties and responsibilities. Stichman said that she believes that these requirements will play a vital role in maintaining the smooth operation and growth of the Market, and Stephanie's attention to these aspects will significantly contribute to the success in the upcoming season. Stichman referred to the outline of tasks: develop market plan, present annual end-of-season report, submit monthly reports, arrange monthly meetings, and establish a Market Committee.

There was brief DDA discussion about the expectations of the Market Manager. Stichman explained that the expectations have already been expected but the contract defines them, and she feels the Market Committee will help provide support to Stephanie as Market Manager.

Moved by Idema, supported by Coe, to approve the updated Farmers Market Manager Contract and authorize the DDA Director to execute the contract with Stephanie Karris as the Market Manager for the 2024 Market Season. Motion carried.

**VII. REPORTS AND COMMUNICATIONS**

**a. DDA Financial Report, January 31, 2024**

Stichman referred to the financial outline and mentioned a few main points: Tax distribution includes initial DDA TIF revenue and DDA Milage revenue, community events expenditures, phone allowance

expenditure, office supplies/services, continuing education, and contract services. Financial activity for the Farmers Market – the market did not collect any new revenue in January.

**b. Director/Staff Reports**

Stichman spoke about the DDA meeting dates for FY24-25 that were established and voted on at the January meeting. She said it has been brought to her attention that the November meeting date was on November 11, and that is Veteran's Day which is a holiday. The Township Board is moving their meeting date to Tuesday, November 12, and she asked the DDA to consider moving their meeting date also to Tuesday, November 12 at 8:00 a.m.

Moved by Coe, supported by Turan, to move the November 11, 2024, meeting to Tuesday, November 12, 2024. Motion carried.

Stichman informed the DDA that the Township Board approved the expansion of hours and boundaries for the Social District.

**VIII. BOARD MEMBER COMMENT**

Harrison mentioned that he would like to see more winter events in Ada. Turan agreed and said he hears from his customers that we do not have a draw to Ada in the winter months like we do in the summer months. Stichman said that Randy Finch is the ice guru for downtown Grand Rapids, and he is coming to Ada in February (for Progressive Tastings evening). She will have an opportunity to discuss partnership possibilities regarding ice events.

CLOUTIER MADE MENTION OF AN ADDED SUMMERTIME/WELLNESS ACTIVITY OF SOMETHING SHE HAS SEEN CALLED 'PIANOS AROUND TOWN' WHERE ARTISTS DECORATE THE PIANO, THEN THE PIANO REMAINS OUTSIDE FOR PEOPLE TO PLAY. SHE SAID IT WAS A NICE WAY TO GET PEOPLE TO COME TOGETHER.

**IX. PUBLIC COMMENT - none**

**X. ADJOURN MEETING**

Moved by Idema, supported by Turan, to adjourn the meeting at 9:18 a.m. Motion carried.

Respectfully submitted:

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Dawn Marie Coe, DDA Secretary

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