



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF THE FEBRUARY 13, 2023, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, February 13, 2023, 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, Harrison, Idema, Knapp, Leisman, Turan, Vogl

**BOARD MEMBERS ABSENT:** Frost

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

**PUBLIC PRESENT:** 5

**II. APPROVAL OF AGENDA**

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

**III. APPROVAL OF MINUTES OF JANUARY 9, 2023, REGULAR MEETING**

Moved by Vogl, supported by Coe, to approve the minutes of January 9, 2023, Regular Meeting as presented. Motion carried.

**IV. APPROVAL OF PAYABLES – none**

**V. UNFINISHED BUSINESS**

*Idema arrived at the meeting at 8:01 a.m.*

**a. Discuss and Consider Updating the Ada Township 2017 Parking Study**

Stichman said per the discussion at the DDA meeting in December regarding continued parking concerns, she shared the parking study from 2017 with the board members with the goal for them to review and have discussion at the February meeting (a copy of the study is also included in the packet).

Stichman received a preliminary expenditure from Rich & Associates in the amount of \$17,000 for an updated parking study. She said she has reviewed past expenditures from the 2017 study

and the DDA paid \$6,500 and noted that Amway covered the cost of the original study in 2015 during the Envision Ada process.

Stichman stated that the Planning Department is requesting \$12,000 towards a new parking study for the fiscal year 2023-24, needing an additional \$5,000-\$8,000, and she requested the DDA to have further discussion for consideration of a fiscal contribution for an updated study.

*Turan arrived at the meeting at 8:05 a.m.*

There was DDA discussion regarding the results of the 2017 study and what recommendations were followed through from it, concerns about the concept of does Ada have a parking problem or a parking perception/problem, the existing public parking areas and their locations, and DDA members concurred that a lot has changed in the Village and an updated study was needed.

Moved by Harrison, supported by Vogl, to approve the amount of \$8,000 for an updated parking study.

Michelle Caudle, 7295 Schoolhouse Drive, said that she was a taxpayer to the DDA and requested an opportunity to speak about the parking study before the DDA voted. She said she was not in favor of the DDA contributing. She shared concerns about the percent of parking that is owned by the Township and about the new construction sites not being allotted enough parking spaces.

Leisman clarified the roll of the Planning Commission and said that the Planning Commission broadly discusses parking standards while each new development is being looked at. Harrison stated that he stands by his motion to approve. He said he feels we need to do an update study to know what the updated counts are, peak capacity usages are, and to what degree we are at capacity. Turan agreed and said the study needs to be done.

Motion carried.

#### **b. Review and Approve Proposed 2023-2024 Fiscal Year Budget & 2023-2029 Capital Improvements**

Stichman referred to the proposed budget and the capital improvement worksheets included in the packet. She said that footnotes are included to show a breakdown of each project and the staff memo outlines significant changes and comparisons to last year's budget.

Stichman went over details on Revenues; TIF revenue, DDA Millage, Special Event revenue, (Revenues total: \$806,329). Expenditures; Township staff wages, Contract Services, Community Events, DDA Projects, (Expenditures total: \$791,715; will increase by the \$8,000 expenditure for the parking study).

There was DDA discussion regarding the public safety funds and community policing officer, and parking funds and possibly shifting additional funds into the parking funds or waiting to increase it in 2024.

Moved by Harrison, supported by Idema, to approve the FY23-24 DDA Fund Budget and 2023-2029 Capital Improvements Projects for review and approval by the Township Board.  
Motion carried.

## **VI. NEW BUSINESS**

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

Stichman said according to the bylaws the DDA Board will elect new officers at the beginning of the fiscal year. She said that Devin Norman was the secretary for the DDA and that we are at an interim period without an elected secretary, and per the Township Manager, Haley may act as an interim Secretary until one is elected in April.

Moved by Leisman, supported by Coe, to appoint Haley as interim secretary until the April appointment of officers. Motion carried.

### **b. Consider Application for Resolution of Support for Redevelopment Area Liquor License Application, Ada Indoor Country Club, LLC, 396 Pettis Ave SE, Ste. 200**

Stichman received an application for a Class C on-premises Redevelopment Liquor License from the Business Law Group on behalf of Ada Indoor Country Club located at 396 Pettis Ave SE. She said the facility will provide customers with an indoor simulated golf experience.

Stichman summarized the application and supporting narrative included in the packet. The Ada Indoor Country Club (AICC) is projecting a \$400,000 investment to the existing space and anticipates employing 3-5 full-time and 6-9 part-time employees.

There was brief DDA discussion on Redevelopment Liquor License vs. Quota Liquor License.

Moved by Harrison, supported by Vogl, to approve Resolution DDA-021323-1 to support the Redevelopment Liquor License application for Ada Indoor Country Club, LLC. Motion carried by roll call vote 8-0, with 1 absent.

### **c. Award Village Streetscape Maintenance & Flower Planting Services Bid for 1-year-period**

Stichman shared the streetscape and flower planting history and said the DDA terminated its year 3 contract with Rockwell Earthworks in November 2022. For this year's bid the DDA advertised in the Grand Rapids Press and she referred to the 3 bids included in the packet.

Stichman said the DDA has budgeted \$23,000 for FY23-24 for Landscaping/Beautification. She noted that RRR Lawn and Landscape bid was \$21,585.63 and that they are well established in the community and have provided a bid statement and narrative that clearly outlines their understanding of the project. Stichman concluded that RRR Lawn and Landscape provided plantings in the courtyard at the library and staff has been pleased with their level of work.

Moved by Harrison, supported by Coe, to award Village Streetscape Maintenance & Flower Planting Services Bid to RRR Lawn and Landscape for one-year in the amount of \$21,585.63. Motion carried.

**d. Review and Approve Recommendation to Contract with Farmers Market Manager for 2023 Market Season**

Stichman said as per the discussion at the December meeting, Jennie Mac Anaspie has opted not to continue as the Market Manager. The new job description, hourly rate, and selection committee (DDA Director, Township Manager, and Township Supervisor) were approved by the Board and two interviews took place.

Stichman said although both candidates showcased strong organizational and interpersonal skillsets, the committee recommends moving forward with Stephanie Karrip, and shared her qualifications.

Moved by Idema, supported by Knapp, to approve the Farmer's Market Manager recommendation and authorize the DDA Director to contract with Stephanie Karrip as the Market Manager for the 2023 Market Season.

**e. Consider Sponsorship of Progressive Tastings by Cynthia Hagedorn, Square Peg Events**

Stichman stated that Cynthia Hagedorn, owner of Square Peg Events, approached the DDA with an opportunity to sponsor a series of tasting events she is hosting in collaboration with local businesses. She referred to the narrative included that gives an overview of the event series and outlines the goal for sponsorship. Square Peg Events has hosted numerous Progressive Tastings in other communities.

Stichman said the Board is being asked to consider a \$1,500 sponsorship on the basis that these Progressive Tastings align with the DDA's mission of advocating for the vitality of the Ada Downtown District through promotion and business collaboration.

Cynthia Hagedorn was in attendance and said she was happy to answer questions from the DDA. She shared information on the event on Saturday, February 18, 3-5 p.m.(at Plumfield Books, The Schnitz, Garage Bar, and Gravel Bottom). She said she invites a social media influencer to each event and Shelley Irwin from WGVU will be there on Saturday.

Moved by Idema, supported by Knapp, to approve sponsorship of Square Peg Event's Progressive Tastings in Ada in the amount of \$1,500. Motion carried.

**f. Review and Approve Beers at the Bridge Event Management Budget for 2023 Summer Concert Series**

Stichman referred to the outline for the event budget for Beers at the Bridge. She noted that with the transition to Legacy Park, certain expenses are being estimated based on 2022 pricing and are subject to change as staff works through the planning process with vendors. She went over a breakdown of some of the costs: DDA Intern, entertainment costs for bands, branded cups,

security services, equipment rental, beer costs, additional fencing, and working with Seyferth PR for promotional materials/media relations services. She noted that she has secured 3 bands for the next season at increased costs and she also proposed the addition of a sound management company to help provide more consistent sound for the bands.

Following DDA discussion, it was moved by Harrison, supported by Knapp, 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 as listed in the event management plan.

## **VII. REPORTS AND COMMUNICATIONS**

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

Stichman referred to the financial outline and mentioned a few main points: Tax distribution in the amount of \$46,713.28 includes initial DDA TIF revenue, community event expenditures, phone allowance expenditure, office supplies/services, contract services, maintenance and repair for holiday lighting, transfer out funds of \$25,000 for Leonard Field project, and the farmers market didn't collect any revenue in January and the expenditures totaled \$235.64, which includes service payments to Market Manager for December and payment for internet services.

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

Planning Director Said updated on the Master Plan process and noted that they were in the final stages of a draft Master Plan. Said shared that the Master Plan Consultant, Progressive AE, was presenting the draft to the Planning Commission at their February 16th meeting. Said also shared that there were two special/joint meetings between the Planning Commission and DDA on February 6th and February 22nd regarding a review of the PVM Overlay Zoning District.

## **VIII. BOARD MEMBER COMMENT**

Harrison thanked everyone for the discussion at these meetings and that he appreciated seeing the staff reports included in the board packet.

## **IX. PUBLIC COMMENT - none**

## **X. ADJOURN MEETING**

Moved by Idema, supported by Knapp, to adjourn meeting at 9:33 a.m. Motion carried.

Respectfully submitted:

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Secretary

rs:eb