



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE MARCH 11, 2024, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, March 11, 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, Frost, Idema, Knapp, Vogl

BOARD MEMBERS ABSENT: Harrison, Leisman, Turan

STAFF AND OFFICIALS PRESENT: Brinks, Buckley, Said, Stichman, Suchy

PUBLIC PRESENT: 0

II. APPROVAL OF AGENDA

Moved by Vogl, supported by Frost, to approve the agenda as presented. Motion carried.

III. APPROVAL OF MINUTES OF FEBRUARY 12, 2024, REGULAR MEETING

Cloutier noted that she made a comment about the ‘Pianos Around Town’ that was not included in the minutes. The minutes are amended to include Cloutier's comment. It was moved by Coe, supported by Vogl, to approve the amended minutes of February 12, 2024, Regular Meeting. Motion carried.

IV. APPROVAL OF PAYABLES – none

V. UNFINISHED BUSINESS - none

VI. NEW BUSINESS

a. Beers at the Bridge Summer Concert Update

Stichman provided a few updates regarding sponsorships for the Beers at the Bridge Summer Concert series. She said that she has been able to get a presenting sponsor, AIC Insurance, and she is very excited to work with them on this partnership (a \$6,000 sponsorship with the anticipation of being closer to \$7,500). Stichman said she is continuing conversations with Gravel Bottom regarding their level of sponsorship and informed that Fence Consultants pulled their Bridge sponsorship and she is working with Give Em a Break to provide the fencing for the event. Stichman touched base on other pieces of the event and said she will provide more updates at the April DDA meeting.

b. Review and Approve Proposal from Valley City Signs for additional Social District Signage

Stichman said the Township Board approved the Social District expanded hours of operation and adjusted boundaries. Per the MLCC, municipalities must designate the boundaries with clear signage for the Social District. Stichman referred to the proposal of additional signage from Valley City Signs (both vinyl patches and new aluminum panels) and she went over the cost and locations of the signage.

Following brief DDA discussion, it was moved by Frost, supported by Idema, to approve the proposal from Valley City Signs for the purchase of Social District signage and authorize the DDA Director to execute the invoice in the amount of \$2,080. Motion carried.

c. Discuss and Consider Approval of Streetscape Flower Bed Improvements

Stichman said that in 2022 staff completed an assessment of all light pole planters and identified several flower beds that needed improvements. The issues noted centered around the deterioration of the wood edging that was historically used - mainly in the older part of downtown along Bronson and Old Headley. The photos included in the packet give a good picture of the beds and she went over the comparisons of the wood edging vs. concrete edging.

Stichman noted that BFG (Buildings, Facilities, and Grounds) staff have reviewed/assessed and identified a total of 36 streetscape flower beds that need improvement. She explained details on the cost of the precast cement blocks, decreasing the size of some of the older beds (making them more uniform with the other beds), and other irrigation adjustments. BFG Director Brinks confirmed the 36 flower beds that were assessed, explained the bed sizes would be 4' x 6', and informed that the lead time is about 3 weeks for the precast cement blocks.

There was DDA discussion on the different changes to the beds, the labor involved for Ada BFG vs. RR Lawn & Landscape, the budgeted amount for the project, and agreed that they like the idea of all the beds being uniform.

Moved by Idema, supported by Cloutier, to approve the expenditures for the streetscape flower bed improvements in an amount not to exceed \$14,000 and authorize the DDA Director to work with the BFG Director and Township Manager to execute the invoices as outlined by the DDA Director. Motion carried.

VII. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, February 29, 2024

Stichman referred to the financial outline and mentioned a few main points: Tax distribution in the amount of \$18,576.50 includes initial DDA TIF revenue and \$37,245.23 DDA Milage Revenue, Beers at the Bridge revenue, community events expenditures, contract services, legal services, and bond payment expenditures. Financial activity for the Farmers Market included vendor registration revenue totaling \$1,985 and expenditures totaled \$1,350 (which include the Market Manager's payment for services in Nov., Dec. & Jan.

b. Director/Staff Reports

Per the requests of Coe and Cloutier, Stichman shared an update on her communications with Stephanie Karris, Market Manager, and their plans to pursue a Market Committee, and that the Progressive Tastings

event registrations started up slow for March but are seeing a momentum for April/May and is very excited for the summer Tasting events.

Stichman noted that she attended the Ada/Forest Hills Community Expo, as well as Parks & Rec. staff, and it was a really great day having the opportunity to talk with the community.

VIII. BOARD MEMBER COMMENT - none

IX. PUBLIC COMMENT - none

X. ADJOURN MEETING

Moved by Vogl, supported by Frost, to adjourn the meeting at 8:41 a.m. Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb