



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

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, March 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, Fitzpatrick, Moran, Stichman, Suchy

PUBLIC PRESENT: 3

II. APPROVAL OF AGENDA

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

Coe arrived the meeting at 8:01 a.m.

III. APPROVAL OF MINUTES OF FEBRUARY 6, 2023, SPECIAL MEETING

Moved by Vogl, supported by Knapp, to approve the minutes of February 6, 2023, Special Meeting as presented. Motion carried.

Leisman and Turan arrived the meeting at 8:02 a.m.

IV. APPROVAL OF MINUTES OF FEBRUARY 13, 2023, REGULAR MEETING

Moved by Harrison, supported by Vogl, to approve the minutes of February 13, 2023, Regular Meeting as presented. Motion carried.

V. APPROVAL OF PAYABLES – none

VI. UNFINISHED BUSINESS - none

VII. NEW BUSINESS

**a. Introduction to the New Ada Village Farmers Manager Stephanie Karrip –
*verbal update***

Stichman introduced the new Farmers Market Manager, Stephanie Karrip, and gave a brief background of Stephanie's organizational, project management, and social media experience. Karrip said she was excited to be here and very happy to get started.

**b. Review Train Bridge Mural Project Artist Recommendations from DDA
Design Committee**

Stichman referred to the Train Bridge Mural presentation in the packet that was put together by Lions & Rabbits Center for the Arts (LRCFA), Jarran Fountain and Hannah Berry. Stichman said that there were 28 design proposals submitted for the Ada Drive mural and an additional 10 for the Thornapple River Drive mural. Stichman said the Design Committee was tasked with grading the proposals utilizing a grading scale that was explained in the packet.

Stichman asked the DDA members to review and discuss the top 3 design submissions and said that staff is recommending DDA to approve top artist selections for each mural project and finalize the next steps.

Jarran Fountain of Lions & Rabbits explained that each artist submitted an artist statement that described what the art means to the artist; what they were thinking of when they created the piece. Jarran also explained that they use a anti-graffiti glaze/coat to help protect the art.

There was DDA member discussion about the "welcome to Ada" sign and its location (entrance/exit and whether both were necessary), understanding how to interpret the meanings of the designs (the story telling style), shared concerns of possible graffiti problems, and DDA members concurred that they liked the proposals submitted.

Moved by Leisman, supported by Idema, to accept the recommendation by the design committee and approve the top artist selections for both bridges, subject to review of the final mural designs by the Township Board. Motion carried.

c. Consider Approval of the Farmers Market Poster Project

Stichman said she has been working with Stephanie Karrip and Jennie MacAnaspie to facilitate a smooth transition for the Market Manager position. She said as they gear up for the start of the season, the concept of a stronger communication and social media strategy is at the forefront of their conversations.

Stichman shared that with communication being key objective, she has engaged with Lions & Rabbits to discuss the potential launch of an artist competition to create a poster for the Farmers Market. The goal of the poster would be to provide an identity for the Market that can be utilized as a marketing tool for the upcoming season.

Stichman referred to the statement of work and said that LRCFA outlined a \$2,000 budget for project management services and went over the proposed timeline for the project, with the goal to promote and distribute the poster prior to the start of the Farmers Market on June 6.

There was brief DDA member discussion regarding sponsorships, marketing/promotional ideas, and the budgeted funds for contract services.

Moved by Harrison, supported by Coe, to approve moving forward with the statement of work and budget from Lions & Rabbits Center for the Arts (LRCFA) for the Farmers Market Poster Project and authorize DDA Director to execute the contract with LRCFA in an amount not to exceed \$2,000. Motion carried.

d. Discussion of the Planned Village Mixed Use (PVM) Overlay District

Stichman said that in January, the Planning Commission indicated a desire to meet with the DDA specifically for the purpose of reviewing zoning topics pertaining to the PVM Overlay District and corresponding transect zones. An introductory joint Planning Commission and DDA meeting was scheduled on February 6 to review the purpose, function, details, requirements, and process of the PVM (Planned Village Mixed-Use) Overlay Zoning District. She referred to the PowerPoint presentation included in the packet.

With the goal of meeting to identify what changes would be desired to the current Planned Village Mixed-Use (PVM) Overlay District requirements, the Planning Commission and DDA Board met for its 2nd joint meeting on Monday, March 6. Please note that this was not an official DDA meeting as there was not a quorum of the DDA Board. The meeting moved forward as a Planning Commission Special Meeting with DDA Board Member feedback and public comment.

Stichman summarized the March 6 meeting and highlighted a few big topic of discussion items:

- * PVM Departures (from what is allowed in the PVM) concerns were shared that a public hearing notice is not required – whether or not changes should be made to the PVM Overlay District requirements.
- * Setbacks/change of lot sizes, specifically in the Village Proper 2 – whether the Planning Commission need to take a look at some of the uses that are allowed.
- * The possibility of a moratorium on projects within the specific area.

Township Manager Suchy shared that one of the important pieces from conversation was the ability to deviate from the PVM Overlay through the departures without public notice and he further explained that process and other impacts from things changing over time. Suchy explained there were some concerns with the underlying zoning, how the PVM Overlays the underlying zoning, and lot size requirements (or lack of) and why those requirements may need to be looked at.

Leisman applauded the Planning Commission for continuing to pursue the review of current standards/requirements in the zoning districts.

VIII. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, February 28, 2023

Stichman referred to the financial outline and mentioned a few main points: Tax distribution in the amount of \$124,134.07 includes DDA TIF revenue, \$216,499.57 includes DDA Millage revenue and \$22,385.66 includes IFT revenue; community event expenditures, phone allowance expenditure, office supplies/services, continuing education, contract services, and the farmers market didn't collect any revenue in February and the expenditures totaled \$117.25, which includes service payments to Market Manager for January.

b. Director/Staff Reports – none

IX. BOARD MEMBER COMMENT - none

X. PUBLIC COMMENT

Parks Director Fitzpatrick provided an update on the Leonard Field improvement project. He said the DDA has committed to \$50,000 over two years (\$25,000 this fiscal year and \$25,000 next fiscal year) for a grant for the project. He explained how the reimbursement grant process works, described the project improvements, and shared the timeframe (with completion possibly by October 27 this year).

XI. ADJOURN MEETING

Moved by Idema, supported by Harrison, to adjourn meeting at 8:53 a.m. Motion carried.

Respectfully submitted:

Secretary

rs:eb