



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE APRIL 11, 2022, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, April 11, 2022, 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, Idema, Leisman, Norman, Vogl

BOARD MEMBERS ABSENT: Coe, Frost, Harrison, Knapp

STAFF AND OFFICIALS PRESENT: Buckley, Moran, Said, Stichman, Suchy,
and Kevin Austin (Township Intern)

PUBLIC PRESENT: 2

II. APPROVAL OF AGENDA

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

III. APPROVAL OF CLOSED SESSION MINUTES OF FEBRUARY 14, 2022, REGULAR MEETING

Moved by Vogl, supported by Idema, to approve the closed session minutes for February 14, 2022, Regular Meeting. Motion carried with roll call vote 5-0, with 4 absent.

IV. APPROVAL OF CLOSED SESSION MINUTES OF MARCH 14, 2022, REGULAR MEETING

Moved by Leisman, supported by Norman, to approve the closed session minutes for March 14, 2022, Regular Meeting. Motion carried with roll call vote 5-0, with 4 absent.

V. APPROVAL OF MINUTES OF MARCH 14, 2022, REGULAR MEETING

Moved by Leisman, supported by Idema, to approve the minutes for March 14, 2022, Regular Meeting. Motion carried.

VI. APPROVAL OF MINUTES OF MARCH 14, 2022, SPECIAL MEETING

Moved by Leisman, supported by Idema, to approve the minutes for March 14, 2022, Special Meeting. Motion carried.

VII. APPROVAL OF MINUTES OF MARCH 31, 2022, SPECIAL MEETING

Moved by Idema, supported by Vogl, to approve the minutes for March 31, 2022, Special Meeting. Motion carried.

VIII. APPROVAL OF PAYABLES – none

IX. UNFINISHED BUSINESS

a. Consider Resolution of Support for Designation of a Social District in Ada

Stichman referred to the staff memo and resolution of support included in the packet. She explained details based off of discussions from the March 14 special work session. She said the requested motion was for the DDA to approve the memo and Resolution 041122-1 in support for the designation of a Social District in Ada, and if approved would be presented to the Township Board at the April 25 meeting.

Leisman said he would like to see the wording added to the Resolution about the Social District being “launched as a pilot program with limited scope and hours of operation to align with the Music on the Lawn concert series in Legacy Park.”

Moved by Norman, supported by Vogl, to approve Resolution 041122-1 in support of the designation of a Social District, with the addition of wording as described above. Motion carried with roll call vote 5-0.

X. NEW BUSINESS

a. Consider Revised Proposal and Updated Pricing for the Streetscape Planting Services from Rockwell Earthworks

Stichman explained that historically the Township contracted the streetscape maintenance in the downtown, but the contract transitioned to the DDA this fiscal year and the DDA previously approved an expenditure of \$14,000 for this service.

Jina, representing Rockwell Earthworks, said that last year was their first year contracted with Ada and it was determined that some things were not included in the contract that necessitates a request for price increase. She explained that the price increase was regarding scope changes (the addition of Bronson Street residents) as well as inflationary pressures.

Moved by Idema, supported by Vogl, to approve the revised proposal and updated pricing for the streetscape planting services from Rockwell Earthworks. Motion carried with roll call vote 5-0.

b. Beers at the Bridge Event Management Plan

Stichman stated that in previous years most expenditures had gone through Seyferth PR, but the DDA will be contracting vendors directly this year and the Board was being asked to approve a plan to move forward with processing invoices.

Stichman went through a list of the main expenditures; entertainment costs for the bands, the purchase of compostable cups (cost covered by Union Bank’s cup sponsorship), security services, equipment rental and set-up services, fencing around the property, and the beer costs.

Stichman recommended to the DDA to contract with Seyferth PR to design/provide artwork files and media relations services for promotional support as well as hiring an intern.

There was brief Board discussion regarding promotional/marketing opportunities; radio, tv interviews, ads, and Facebook/Instagram.

Moved by Idema, supported by Vogl, to approve the Beers at the Bridge budget, in the amount of \$71,606.45, as outlined in event management plan and memo and authorize the DDA Director to process invoices as listed in the event management plan. Motion carried with roll call vote 5-0.

c. Discussion of DDA Board Election of Officers

Stichman stated that the May meeting agenda will include approving the Election of Officers and based on the bylaws the DDA Board will need to elect a Chair, Vice Chair, Treasurer and a Secretary. Stichman asked if any members were interested, to please express their interest to herself, Ross, Julius or Terry.

d. Approval of Farmers' Market Manager Contract for FY2022-2023

Stichman referred to the staff memo and Market Manager Services Agreement included in the packet. She went over the details included in the Agreement; Commitment (Exhibit A), hours and pay (Exhibit B), and other responsibilities.

Stichman said the proposed Memorandum of Understanding between the DDA and Jennie MacAnaspie was for the FY2022-23 and she pointed out notes; Market Manager expecting an increase in hours next year and a 5% increase in total compensation, which was approved in the DDA budget.

Moved by Leisman, supported by Norman, to approve the Farmer's Market Manager contract for FY2022-23. Motion carried.

XI. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, March 31, 2022

Stichman presented the financial report for the DDA fund and mentioned a few main points: additional property tax revenues, special event receipts, operating supplies/services, continuing education, contract services expenditures, legal services, improvement costs, and Farmers market sponsorship and vendor registration.

b. Director/Staff Reports

Stichman handed out a new map/parking guide to DDA members and said she has been working on ways to help educate the public on finding public parking within the Village.

Stichman also shared a copy of the Key Objectives document that was drafted from the last work session. She asked the members to review the document and provide any feedback.

There was Board discussion about the communication means for parking availability vs. distribution of 1000 map copies, the dilemma of people parking in private spots, signage for available parking, the need for communication to help build knowledge where people can park, and the possibility to re-evaluate the most recent parking study. DDA members agreed to review the maps and bring ideas back to the next meeting, May 9th.

XII. BOARD MEMBER COMMENT

Leisman asked Stichman if she received word from the DDA members who were not in attendance. Stichman said she was notified by 3 of the 4 of them.

Idema asked if the Village East project was considered to be affordable housing. Planning Director, Said, stated that it was his understanding that it would be market rate rentals.

XIII. PUBLIC COMMENT

Planning Director, Said, shared that the Master Plan project was getting underway and he provided a few updates on projects throughout the Village.

XIV. ADJOURN MEETING

Moved by Idema, supported by Norman, to adjourn meeting at 9:23 a.m.

Respectfully submitted:

Devin Norman, Secretary

rs:eb