



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF APRIL 21, 2025, REGULAR MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, April 21, 2025, 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, Frost, Idema, Knapp, Korth, Turan, Vogl

BOARD MEMBERS ABSENT: Coe, Harrison

STAFF AND OFFICIALS PRESENT: DDA Director Austin, Planning Director Said, Township Manager Suchy, Administrative Assistant Buckley, Farmers Market Coordinator Valverde, Chief Murray, Clerk DeMarco, Treasurer Moran

PUBLIC PRESENT: 2

II. APPROVAL OF AGENDA

DDA Director Austin pointed out there was an item missing from the agenda and requested to add item, V. e., Consider Strategy for Placement and Selection of Streetscape Fixtures.

Moved by Vogl, supported by Idema, to amend agenda to include item V. e. Motion carried.

III. APPROVAL OF MINUTES OF MARCH 10, 2025, REGULAR MEETING

Moved by Korth, supported by Turan, to approve the March 10, 2025, Regular Meeting minutes. Motion carried.

IV. UNFINISHED BUSINESS - none

V. NEW BUSINESS

a. RRR Lawn and Landscape Multi-Year Contract Proposal

Austin said in 2023 and 2024, the DDA partnered with RRR Lawn and Landscape, and their performance has been consistently strong, meeting and often exceeding expectations. The DDA reaffirmed this partnership by awarding RRR the 2025 streetscape planting contract (for one year) in the amount of \$52,163.83.

Austin informed that RRR Lawn and Landscape has proposed a two-year extension to the 2025 contract, covering the 2026 and 2027 planting seasons. Their proposed pricing structure ensures a maximum 5% increase per year:

- 2026: \$54,772.01
- 2027: \$57,510.62

Austin noted that given the DDA's satisfaction with RRR Lawn and Landscape's performance in 2023 and 2024, and the benefits of locking in reliable service at a predictable cost, staff recommends adopting the proposed contract extension for the 2026 and 2027 planting seasons. Note that contracted services in 2025 rose by 28.9% compared to last year. We did include additional plantings in this year's contract, however, there were also substantial price increases. The DDA will retain the ability to cancel the contract according to the cancellation contract included in the packet.

DDA members concurred that RRR has been doing a good job.

Moved by Korth, supported by Frost, to extend the Village Streetscape Maintenance & Flower Planting Services contract awarded to RRR Lawn and Landscape for an additional two-year period not to exceed \$54,772.01 in 2026 and \$57,510.62 in 2027, and to permit the DDA Director to revise and execute the contract. Motion carried.

b. Parking Plan RFP Review
i. Planning Director John Said

Planning Director Said stated that this item is brought before the DDA Board for support to proceed with the distribution of an RFP for the parking plan. This plan has been a collaborative effort by Julius Suchy, Kevin Austin and Said to assemble the plan for RFP (Request for Proposal).

Said made note that we previously pursued the idea of a parking study, but this particular approach is a more strategic one. While there will be a component that assesses existing parking, the emphasis will be one of developing a forward-looking strategy based on existing and planned parking resources in the Village area. This approach will allow for a more well-planned effort on parking management and planning for the future. Said is hoping to have a consulting company in place by this summer.

Supervisor Korth said the request was presented to the Township Board at the meeting on April 14 and the Board was interested to get the RFP out there and see what came of it, with time being the essence and hoped the DDA would agree.

Following brief DDA discussion, it was moved by Turan, supported by Korth, to approve the RFP as presented. Motion carried.

c. MOTL Sponsorship Approval

Austin said the DDA budgeted \$2,500 for sponsorship in support of the Music on the Lawn Summer Concert series presented in partnership with Ada Parks & Rec and the Ada Historical Society. In recognition of DDA support, Austin highlighted what the Hometown Hero Sponsorship level includes: social media marketing materials, host a booth and banner displayed at Legacy Park, on-stage announcement recognition, and sponsorship recognition in the Adaview; as well as, aligns with the DDA goals and objectives.

Moved by Idema, supported by Cloutier, to approve \$2,500 sponsorship for the 2025 Music on the Lawn Summer Concert Series and authorize the DDA Director to submit the sponsorship form with payment to Ada Township Parks & Recreation.

d. Beers at the Bridge Operational Budget Review

On 3/10/2025, the DDA board approved a reduction in BATB dates to a total of 2 for 2025. This has had an impact on the traditional budget breakdown but has been reflected in the provided budget. Through continued dialogue with business representatives and community stakeholders, staff sought to find opportunities to further incorporate the village commercial businesses into the event space. One of the proposed options to increase collaboration and holistic benefits to the event space was to eliminate the Grub Sponsorship fees and Promotional Vendor Fees for businesses that are within the DDA district. This option was presented and approved by the committee at their last meeting. Austin referred to the event budget that has been created with this sponsorship modification applied.

Austin went over event budget highlights: entertainment costs are locked in at \$3,700, hoping to get Union Bank for cup sponsor (3,900 cups left from last year), security costs, equipment rentals, and beer purchase. Austin recommended to the BATB Committee to consider using Seyferth PR for design & promotional materials and media relations to assist in the 10-year anniversary of the event, which the committee approved.

Moved by Knapp, 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.

e. Consider Strategy for Placement and Selection of Streetscape Fixtures

Austin briefed that a tentative layout for streetscape furniture, trash receptacles, and flower pots was developed by Manning Design in 2022. However, the implementation of this plan was delayed and ultimately paused due to several factors. Given the past factors, Austin is seeking additional feedback from the DDA regarding the streetscape furniture and trash receptacle plan. With updated budget considerations and current staff capacity, we would like to discuss a potential layout and determine how to proceed with the plan in a way that aligns both aesthetic goals and budgetary constraints.

Austin went over the points to consider and discuss as well as placement maps (for trash receptacles, benches, various sizes and styles) for the DDA to review.

There was extended DDA discussion regarding different types of trash receptacles and locations for placement (options on Ada Drive, Headley, Bronson, River St.), possibility of offering recycling, the current/existing benches and materials used, the types of materials used in general, and to consider the possible opportunity for bench sponsorship.

Cloutier and Idema offered to do a walking tour for visual concept and give their comments.

Austin concluded that there is no motion requested and said he will move forward with the feedback and direction received. He will continue to review and discuss with BFG and will share an updated proposal with the DDA at a later date. Austin noted that he will reach out to DDA members, BFG, and Parks & Rec to form a small committee regarding this matter.

VI. REPORTS AND COMMUNICATIONS

- a. Financial Report 3/31/25** – last one for the 24-25 fiscal year
- b. DDA Director Report** - Austin briefly summarized a few items in his report
- c. Farmers Market Manager Report – Raquel Valverde**

Raquel Valverde provided Farmers Market updates for the month of March. They had a committee meeting and discussed: the status of the SNAP application (which she informed was recently approved), vendor applications (25 returning vendors & 7 new vendors), the lineup of food truck vendors, and the upcoming construction by Ada Family Dental (next to the market). Valverde noted that layout plans for the construction are being coordinated with the contractor to minimize disruptions during the market season.

Valverde went over the vendor lineup and map of 19 seasonal vendors, 13 daily vendors, 3 community vendors, farmers market booth and 7 food trucks. She finalized 3 different flyers and distributed them around the community.

Cloutier mentioned it would be a good idea to contact Amway personnel regarding the food truck opportunities for lunch. Valverde said she will contact Amway to let them know.

- d. Complete Streets Pilot Program**

Austin said that Grand Valley Metro Council reached out to Planning Director Said notifying Ada of a pilot project program they did in a few other communities. Austin thought this would be valuable to have the DDA review and discuss.

Austin explained that the program looks for places to implement temporary complete street installations to monitor and help provide safer pedestrian crossings. The program would allow them to make very affordable installations at key junctures with higher volumes of pedestrian crossings. Austin went over demonstration pictures included in the packet and said that his intention is the DDA seek out temporary installation (about \$1,500 in paint & pylons) at Bronson Street & Ada Drive, and at Fase Street & Thornapple River Drive.

Austin said he reached out to the Kent County Road Commission about the program but wanted to discuss with the DDA on whether they wished to pursue. Austin clarified that this is not a proposal for the DDA to motion on and/or endorse at this time, it is being introduced for their review and discussion/feedback.

Township Manager Suchy noted that Ada has submitted a pedestrian safety plan to Kent County Road Commission and is awaiting feedback from them.

The program concept was received well by the DDA Board.

- e. DDA Financial Report, February 28, 2025** – no additional comments
- f. Township Department Head Staff Reports** – no additional comments

VII. BOARD MEMBER COMMENT - none

VIII. PUBLIC COMMENT - none

IX. ADJOURN MEETING

Moved by Turan, supported by Korth, to adjourn the meeting at 9:42 a.m. Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb