



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

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, May 8, 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 Knapp.

BOARD MEMBERS PRESENT: Bowersox, Coe, Frost, Harrison, Knapp, Leisman, Turan, Vogl

BOARD MEMBERS ABSENT: Idema

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

PUBLIC PRESENT: 1

II. APPROVAL OF AGENDA

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

III. APPROVAL OF MINUTES OF APRIL 10, 2023, REGULAR MEETING

Moved by Vogl, supported by Coe, to approve the minutes of April 10, 2023, Regular Meeting as presented. Motion carried.

IV. APPROVAL OF PAYABLES – none

V. UNFINISHED BUSINESS - none

VI. NEW BUSINESS

a. Review and Approve 12-month Contact with Placer.ai for Foot Traffic Analysis Services

Stichman said the DDA has budgeted \$10,000 this fiscal year for the implementation of foot traffic analysis software with the goal of increasing our ability to accurately monitor special event attendance, specifically in open areas where it has been more challenging to do counts (such as Beers at the Bridge, Music on the Lawn, Farmers Market, etc.) She said that she believes that gaining a better understanding of foot traffic data would allow the DDA to improve

its ability to analyze the impact special events have on the Downtown and provide customer insight to our local business owners.

Stichman explained that Placer.ai is the leading provider of this data, she summarized how the process works, and provided locations of where it is currently being utilized. She referred to the Placer.ai contract and presentation outline included in the packet and recommended approval of the \$10,000 expenditure for a 12-month term.

There was DDA Board discussion about how the data was tracked (Stichman explained the tracking process via cell phones), how to use the data and its impact on businesses (valuable marketing information), and overall concurred that it was a good investment in the Village.

Moved by Leisman, supported by Turan, to approve \$10,000 expenditure to deploy foot traffic analysis software and authorize the DDA Director to execute the 12-month contract with Placer.ai. Motion carried.

b. Consider Additional Investment for Progressive Tastings Summer Event Series

Stichman said the DDA was approached in February with an opportunity to partner with Cynthia Hagedorn from Square Peg Events on a series of tasting events she hosted in collaboration with our local businesses. The Board considered and approved a \$1,500 sponsorship on the basis that these progressive tastings aligned with our mission of advocating for the vitality of the Ada Downtown Development District through promotion and business collaboration.

Stichman believes the DDA should be looking at this more from a marketing/promotion standpoint and should consider utilizing Square Peg Events as a contractor to manage and execute additional tasting events. She referred to the event recap and outlined the marketing strategy/promotional items, social media statistics, and participant feedback. She requested the Board to consider an additional \$5,350 investment to continue with a total of seven progressive tasting events this summer.

There was DDA Board discussion regarding the additional investment of \$5,350 and what that covers, discussed the positive impact for the businesses, and board members concurred they liked the idea of incorporating the event with the Social District hours.

Cynthia Hagedorn, Square Peg Events, explained the process of getting/inviting participants and described the overall event series (how the tastings work with retail combined with restaurant).

Moved by Vogl, supported by Bowersox, to approve an additional \$5,350 expenditure to host additional progressive tasting events this summer and authorize the DDA Director to execute a contract with Cynthia Hagedorn, Square Peg Events, LLC. Motion carried.

VII. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, April 30, 2023

Stichman referred to the financial outline and mentioned a few main points: Special Event receipts totaling \$6,350 includes Beers at the Bridge sponsorship revenues for the 2023 concert series, phone allowance expenditure, operating supplies/services, continuing education expense,

improvement expenditures, and the farmers market activity included vendor registration and sponsorship revenue equaling \$2,650 and expenditures totaled \$250 (which includes payment to the Michigan Farmers Market Association for our yearly membership).

Stichman noted the year-end unaudited fund balance is \$1,158,500.02, an increase of \$179,564.23 from the start of the fiscal year.

There was a brief discussion between the DDA Board and Township Manager Suchy regarding the DDA geographic zoning boundaries and the possibility of enhancing them. Suchy explained the provisions for amending DDA property lines and said it can be discussed more in depth if the DDA wishes.

b. Director/Staff Reports

Stichman shared updates: the Farmers Market poster design was finalized this week and she will be working to get posters printed and will be pricing out additional promotional products. She also noted that the DDA Internship position was posted, and she received a total of 10 applicants. She is conducting interviews now with the goal of having a new intern onboard the week of May 22.

VIII. BOARD MEMBER COMMENT - none

IX. PUBLIC COMMENT - none

X. ADJOURN MEETING

Moved by Harrison, supported by Vogl, to adjourn the meeting at 8:45 a.m. Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb