



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE MAY 9, 2022, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, May 9, 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, Coe, Frost, Harrison, Idema, Leisman, Vogl

BOARD MEMBERS ABSENT: Knapp, Norman

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

PUBLIC PRESENT: 3

II. APPROVAL OF AGENDA

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

III. ELECTION OF OFFICERS

Moved by Leisman, supported by Harrison, to approve the Election of Officers as follows: Terry Bowersox, Chair; Jeremy Frost, Vice Chair; and Devin Norman, Secretary. Motion carried.

IV. APPROVAL OF MINUTES OF APRIL 11, 2022, REGULAR MEETING

Moved by Idema, supported by Vogl, to approve the minutes of April 11, 2022, Regular Meeting. Motion carried.

V. APPROVAL OF PAYABLES - none

VI. UNFINISHED BUSINESS

a. Review and Adopt the Key Objectives Proposed Draft Outlined by Travis Alden

Travis Alden, The Right Place, referred to the proposed Key Objectives Draft included in the packet. He said he felt after the three work sessions they ended up with a good scope of work to serve as a guide to keep the DDA focused on the goals identified. He reiterated that this was not a full-fledged strategic plan it was more intended to be a lean-and-mean road map to focus time, effort, and energy sources for the next couple of years. Travis stated it was definitely a pleasure working with the DDA and he enjoyed it quite a bit.

Idema said the process was very helpful. Harrison added that the community-building was great, and the DDA acknowledged the additional benefit from working with The Right Place and the value and appreciation that Travis contributed to the process.

Stichman, noted that a vision statement was included on page 2 of the proposed draft that was not discussed during their work sessions. DDA members concurred that they liked the vision statement.

Moved by Harrison, supported by Frost, to adopt the Ada Township DDA Key Objectives – Spring 2022. Motion carried with roll call vote 7-0.

b. Review Additional Public Parking Brochure Options

Stichman gave an update on the parking brochure that she shared with the Board at the last meeting. She passed out an updated, laminated copy of the map which had a QR code on it and said it would also be in the summer edition of the Adaview. Stichman said she will share the laminated copies as well as digital copies with the local businesses and will look into obtaining vinyl stickers of the QR code for business windows.

There was brief Board discussion regarding parking concerns. Stichman said she would continue to work with the Township Manager and Planning Director about parking pressures/issues and the potential to revisit a parking study.

c. Discussion regarding Brats & Bonfires event

Stichman said she had conversations with Discover Ada and the ABA and was working on the idea to integrate Brats and Bonfires into the Fall Festival event and she went over expenses and revenues of last year's Brats and Bonfires. Stichman said she will continue to research the integration and plans to have more details at the June meeting.

VII. NEW BUSINESS

a. Consider and Approve Proposal from Lions & Rabbits Centers for the Arts

Stichman said many DDA members have commented about the lack of upkeep and vandalism of the train bridges that run over Ada Drive and Thornapple River Drive. Stichman requested the DDA consider the proposal from the Lions & Rabbits Center for the Arts for the train bridge mural project. She introduced Hannah Berry from Lions & Rabbits Center for the Arts (LRCFA) and shared information about her background coordinating art initiatives.

Hannah Berry, LRCFA, described a number of public art projects they have been involved with in the Grand Rapids area and said the goal was to get artists and municipalities coordinated together. Hannah explained the process for selecting the artists and encouraged DDA participation in the selections. She mentioned the possibility of also working with a local Girl Scout group who were interested to earn their public art badge.

There was Board discussion regarding the need/urgency to do the train bridge mural project and separating the Girl Scout badge project for a Parks related project.

Moved by Leisman, supported by Coe, to approve the Public Art Proposal from Lions & Rabbits in respect to the train trestle mural only and authorize the DDA Director to execute the contract services in the amount of \$3,000. Motion carried with roll call vote 7-0.

- b. Closed Session to Consider the Purchase or Lease of Real Property**
- c. Possible Action on Purchase or Lease of Real Property as Discussed in Closed Session**

DDA members concurred to move items b and c to the end of the meeting and to continue on with the other agenda items.

VIII. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, April 30, 2022

Stichman presented the financial report for the DDA fund and mentioned a few main points: Special events receipts, community events expenditures, phone allowance expenditure, and Farmers Market activity.

b. Director/Staff Reports

Stichman reported that the Township Board approved the designation of a Social District and she has moved forward with submitting Township Board Resolution R-042522-4 to the Michigan Liquor Control Commission. Her next steps will be to start designing social district branding, purchase signage, and work with the Township Board to approve a resolution of support for each qualified business that would like to apply for a social district permit. She said the goal is to have the Social District launched by June 22, with the third Music on the Lawn concert.

There was Board discussion regarding the logo, signage, compostable cups; trash vs. recycle, and the DDA members concurred that Stichman would work directly with Chair Bowersox to set up a special meeting for the board to approve these expenses.

IX. BOARD MEMBER COMMENT

Leisman noted two things and said there were concerns from the Township Board when approving the social district and that the motion carried on a 4-2 vote. He also shared that TV 13 (13 On Your Side/ABC)) visited Ada and there would be footage/clips to be seen during the week of May 9, specifically May 12 at 5 & 6PM.

X. PUBLIC COMMENT

Stichman stated she has worked with the ABA to submit a grant application for the Michigan Retailers Association's Buy Near By grant program and Ada was selected as one of the communities to participate. She shared that she was looking forward to working on that opportunity.

Moved by Idema, supported by Harrison, to have the DDA Board go into a Closed Session for the purpose of discussing a purchase or lease of real property. Motion carried with roll call vote 7-0.

Closed Session began at 8:54 a.m.

Opened Session began at 9:11 a.m.

Moved by Harrison, supported by Frost, to have the DDA Board return to Open Session. Motion carried.

Planning Director Said reiterated to the DDA that the Township was in the process of updating the Master Plan and that over the next several months they would be going through the public engagement phase and he encouraged everyone's participation.

XIV. ADJOURN MEETING

Moved by Harrison, supported by Vogl, to adjourn meeting at 9:14 a.m.

Respectfully submitted:

Devin Norman, Secretary

rs:eb