



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE JUNE 10, 2024, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, June 10, 2024, 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, Coe, Harrison, Idema, Knapp, Leisman, Turan, Vogl

BOARD MEMBERS ABSENT: Frost

STAFF AND OFFICIALS PRESENT: Buckley, Said, Stichman, Suchy, Treasurer Moran

PUBLIC PRESENT: 6 members of the community

II. APPROVAL OF AGENDA

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

III. APPROVAL OF MINUTES OF MAY 13, 2024, REGULAR MEETING

Moved by Idema, supported by Vogl, to approve the minutes of May 13, 2024, Regular Meeting. Motion carried.

IV. APPROVAL OF PAYABLES - none

V. UNFINISHED BUSINESS

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

Stichman recapped that the DDA Board budgeted \$10,000 last fiscal year for the implementation of foot traffic analysis software. Placer.ai is the leading provider of concrete, foot traffic analytics. The data goes back to 2017, which allows us to pull data and compare historically. She said the goal of the implementation was to increase the DDA's ability to accurately monitor special event attendance, specifically in open areas where it has been more challenging to do counts (4th of July, Farmers Market, Music on the Lawn, etc.).

Stichman said the DDA reviewed this request at the May meeting and concerns were expressed about the understanding of data source and utilization, and there was a desire for staff to compile a report better illustrating specifics about the data and how it pertains to Ada. Following the discussion, Knapp appointed a sub-committee to review ways to understand and utilize the data, however, they did not meet due to conflicting schedules. She said she was able to coordinate a time for Knapp to meet with Placer.ai and he will share his experience with the DDA members.

Stichman referred to the presentation in the packet that shows more about Placer.ai and she went over items: who is placer.ai, what is Placer.ai data, who and where it is utilized, how we have used the data, and how the data is shared with local businesses and results in improved economic impact.

Knapp said that he had two takeaways from the meeting with Placer.ai. Knapp said their proprietary advantage is in their algorithm in how they massage the data, and that we (DDA) have an enormous opportunity to work with Baton Collective, Ada Business Association, and local businesses to do trainings and disseminate information. Knapp explained that Placer.ai does not just look at mobile data, and he shared details on retrieving the data and emphasized on how they use it. He said he felt this was something the DDA should continue to do.

There was DDA discussion regarding some overall concerns with the value of the data and how it is utilized. ~~Harrison~~ HARRISON AND CLOUTIER shared concern on whether this data/service is needed and said ~~he~~ THEY felt it will not inform anything that we don't already know about Ada. Turan was interested in traffic-flow information. Leisman was supportive of the DDA Director and the technology she is proposing.

Following extended DDA discussion, it was moved by Leisman, supported by Idema, to approve \$10,500 expenditure to renew and deploy foot traffic analysis software and authorize the DDA Director to execute the renewal of a 12-month contract with Placer.ai. Motion carried 6-2.

VI. NEW BUSINESS

a. Beers at the Bridge Summer Concert Update – *Verbal update*

Stichman said she received good feedback from banner sponsors and is moving forward in a digital direction with the video wall which is the tool that they will be utilizing to promote sponsors at the event. She noted that they have a good plan to get fencing from Give Em a Break at a reduced cost.

b. Consider Application for Resolution of Support for Redevelopment Area Liquor License Application, Vino Vibrations, LLC, 7415 River Street

Stichman stated that she received an application for a Class C on-premises Redevelopment Area Liquor License from Vino Vibrations. The business is to be located directly next to the Ada Hotel with access from the hotel lobby. The space is currently under construction and once the space is complete, Vino Vibrations, LLC dba TBD will operate a wine store and bar.

Stichman referred to the attached application and supporting narrative that states Vino Vibrations valuation of its establishment is planned at \$850,000 for the 1,355 square feet and plans to hire one managerial employee and 3-4 additional part-time employees. The plan is to be open 7 days a week, 10 a.m. to 10 p.m.

Stichman informed that the Township's redevelopment area is eligible for 1 license for each \$1 million of investment in the redevelopment area in the last 3 years, per 1,000 population in the Township. The attached affidavits from the Township Assessor document that there has been \$45.458 million in new public and private investment in the redevelopment project area from 2020 through 2022. Based on the 2020 census population of 14,388, \$14.388 million in investment is required for each redevelopment liquor license issued. $45.458/14.388 = 3.2$ licenses permitted. One additional license is permitted for the "major fraction", thereby permitting 3 licenses in the Township.

Stichman concluded that after review by the DDA Board, any recommendation will be included with the application and reviewed by the Township Board for approval of a local governmental support

resolution that is required by the MLCC.

Christy May Graceffa, majority owner of Vino Vibrations, said that she did not have design drawings available to share with the DDA but would have them at the July meeting. She said the current feeling of the design/establishment is a softer approach to a more established place in the Ada village area and she referred to other places (outside of Ada) that were of similar design. Ms. Graceffa shared the history of her many years of retail experience.

Moved by Harrison, supported by Turan, to approve Resolution DDA-061024-1 to support the redevelopment liquor license application for Vino Vibrations, LLC. Motion carried by roll call vote 8-0.

VII. REPORTS AND COMMUNICATIONS

Stichman provided updates:

She first called attention to welcoming new businesses and said there will be a ribbon cutting ceremony at Village Family Eye Care on June 26th for their Grand Opening.

The Right Place's Developer Day is coming up on June 13th and that Stichman and Manager Suchy will be leading two groups of developers throughout the downtown area. Ada is being showcased as an aspirational community to talk about a lot of the placemaking and development projects going on.

Stichman updated on the streetscape planting and the status of the new cement blocks.

She went over details of the successful opening of the first Farmers Market Day and what she will be working on next. She mentioned there was a programing change/shift to the Pop-Up Party activities and Storytime to help align with other programing; they will now be launching those on June 18.

Cloutier made note of the programming change and shared concern about the value of what they were getting vs. the delay of two weeks for a program the DDA has invested in. Stichman explained that the schedule proposed at the April meeting was intended to be a tentative schedule to give the DDA Board a sense of the expanded activities. Stichman said it was an intentional decision to adjust the program and that they (Stichman & Cynthia Hegadorn) feel like it is going to positively impact the Market.

a. DDA Financial Report, May 31, 2024

Stichman referred to the financial outline and noted a few main points: Beers at the Bridge revenue totaling \$2,200 (includes sponsorship revenues for the 2024 concert series), Music on the Lawn expenditures totaling 2,500 to Baraton Sponsorship for this year's concert series, and landscaping and beautification expenditure in the amount of \$5,450 (includes payment to RRR Lawn and Landscape for seasonal color). Financial activity for the Farmers Market included vendor registration and sponsorship revenue equaling \$6,835.

b. Director/Staff Reports

Harrison noted that he really appreciates getting copies of the Ada staff/departmental reports and said it is invaluable input on what is going on in all the areas. The DDA members concurred with Harrison.

VIII. BOARD MEMBER COMMENT

Leisman shared that Clerk Jackie Smith is retiring at the end of the month.

Cloutier said that she reviewed the AmeriCorps application and she read Stichman's justification for it, but she does not see that our community honors the integrity of what the AmeriCorps' mission is. Cloutier proposes that we turn our Farmers Market into a food bank where we are a place where people with food insecurities and homeless can come to our Market and get fruits and vegetables with food bank dollars.

Leisman recommended that Staff investigate the proposed idea and after review, if it is something we want to look into, put it on as an agenda item for discussion.

IX. PUBLIC COMMENT

Cynthia Hegadorn, Community on Canvas, spoke about her position/role with Community on Canvas and said what is being offered at the Farmers Market is open-ended experiences. She further explained about the programs from Community on Canvas and the potential it brings to the Ada Farmers Market.

X. ADJOURN MEETING

Moved by Idema, supported by Harrison, to adjourn the meeting at 9:01 a.m. Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb