



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF THE JUNE 13, 2022, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, June 13, 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, Knapp, Leisman, Vogl

**BOARD MEMBERS ABSENT:** Harrison, Idema, Norman

**STAFF AND OFFICIALS PRESENT:** Buckley, Said, Stichman

**PUBLIC PRESENT:** 1

**II. APPROVAL OF AGENDA**

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

**III. APPROVAL OF MINUTES OF MAY 9, 2022, REGULAR MEETING**

Moved by Coe, supported by Vogl, to approve the minutes of May 9, 2022, Regular Meeting as presented. Motion carried.

**IV. APPROVAL OF MINUTES OF MAY 25, 2022, SPECIAL MEETING**

Moved by Vogl, supported by Frost, to approve the minutes of May 25, 2022, Special Meeting as presented. Motion carried.

**V. APPROVAL OF PAYABLES - none**

**VI. UNFINISHED BUSINESS**

**a. Discuss and Approve a decision regarding Brats & Bonfires event**

Stichman stated that at the March meeting they discussed the Brats & Bonfires event and some of its problematic factors; weather, location, relying on Fire Fighters Association volunteers, the loss of Amway covering marketing costs, and other concerns.

Stichman researched with the ABA and DiscoverAda about the potential of integrating the Brats & Bonfires event with the Fall Festival. The intent was to bring the event in line with the following goals: prioritizing quality over quantity, creating partnerships with community organizations, and increasing engagement with the businesses and exposure to the central business area.

Stichman shared the details of the combined event; date (October 7), time, location, bonfire locations, brat grilling locations, special activities, and costs. She said the event would allow the businesses to launch

their fall themed items, share any promotions, participate in some of the planned activities; as well as, bringing in the Spartan Nash grilling truck, the opportunity for restaurants to provide “brat” dishes, and fund-raising activities to bring in proceeds to support the Fire Department.

Stichman said DiscoverAda indicated the budget for last year was \$3000 for activity items and a \$200 marketing budget. Stichman concluded with the recommendation that the DDA not host Brats & Bonfires at the Fire Station this year and consider a partnership with the ABA and DiscoverAda to integrate components of the event into the Fall Festival with support of \$3000 to match funds contributed by DiscoverAda.

There was Board discussion regarding the name of the event (still include “Brats & Bonfires” name), attendance at last year’s Fall Festival, types of marketing for the combined event, types of bonfires (gas vs open fire) and the liability, including a fire fighter component, extending the hours of operation, and overall the DDA members concurred that they really liked the idea and felt it would do well. Coe thanked Stichman for her excellent communication/collaboration with the ABA and DiscoverAda and said she was very excited. Knapp said the idea was awesome.

Moved by Leisman, supported by Knapp, to approve the recommendation to move forward with integrating the Brats & Bonfires event into the Fall Festival with a budget of \$3000. Motion carried.

## **VII. NEW BUSINESS**

### **a. Consider 3-Year Extension of Agreement with The Community Church for Farmers Market**

Stichman apologized that she did not include a copy of the Agreement in the packet and passed out copies for the Board to review. She said the parking lot agreement allows use of the church parking lot for the weekly Farmer’s Market and should be renewed each year.

Stichman spoke with The Community Church and it was agreed that it would be practicable to extend the agreement for a 3-year extension through October, 2025

There was brief Board discussion on whether to obligate to a 3-year term. Stichman agreed to double check with The Community Church if that could be negotiated if a shorter term was required.

Moved by Vogl, supported by Frost, to approve the 2022-2025 Amendment for the Farmers Market Agreement with The Community Church, pursuant to the DDA Director verifying clause of termination, if necessary. Motion carried.

## **VIII. REPORTS AND COMMUNICATIONS**

### **a. DDA Financial Report, May 31, 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 shared that the DDA hired Aaron McNair as the new DDA Events and Marketing Intern. Aaron has been helping her with social media for Beers at the Bridge and Farmers Market.

Stichman informed that the Farmers Market kicked off on June 7th with 29 vendors and it was a successful day.

Stichman said the Social District has been established with the MLCC and she is currently working on signage for the entire village. She added that DiscoverAda has shot some footage with the businesses to do a promotional video for the Social District.

**IX. BOARD MEMBER COMMENT**

Leisman stated that Township Board Trustee, Chris Winczewski, has moved to the Cleveland area, which created a vacancy, and the Township Board appointed Dan Carter at the June 7<sup>th</sup> special work session.

**X. PUBLIC COMMENT**

Planning Director, Said, gave an update on the Master Plan and shared the announcement flier for the upcoming public focus groups. He gave details of the dates and times and said the groups will help the consultants to collect ideas/inspirations from the public.

Stichman introduced Aaron McNair, DDA Intern, to the DDA members.

**XI. ADJOURN MEETING**

Moved by Leisman, supported by Vogl, to adjourn meeting at 8:40 a.m.

Respectfully submitted:

---

Devin Norman, Secretary

rs:eb