



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE JULY 11, 2022, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, July 11, 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, Idema, Knapp, Leisman, Norman, Vogl

BOARD MEMBERS ABSENT: Harrison

STAFF AND OFFICIALS PRESENT: Buckley, Moran, Said, Stichman, Suchy,
and Aaron McNair (DDA Intern)

PUBLIC PRESENT: 1

II. APPROVAL OF AGENDA

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

III. APPROVAL OF MINUTES OF JUNE 13, 2022, REGULAR MEETING

Moved by Leisman, supported by Vogl, to approve the minutes of June 13, 2022, Regular Meeting as presented. Motion carried.

IV. APPROVAL OF MINUTES OF JUNE 13, 2022, INFORMATIONAL MEETING

Moved by Vogl, supported by Coe, to approve the minutes of June 13, 2022, Informational Meeting as presented. Motion carried.

V. APPROVAL OF PAYABLES - none

VI. UNFINISHED BUSINESS - none

VII. NEW BUSINESS

a. Consider DDA Director Compensation Following Township Compensation Study Report

Suchy provided a memo that outlined the process that the township went through on not only the DDA position but all township employee positions. Suchy summarized the compensation study review and presentation by the MML and said the township provided a 3% increase to all staff on April 1st and later took action to increase fire department staff to the minimum of their range and then all other employees received 7% raises; which brought every township employee up in pay scale, however, the DDA Director salary still falls under the minimum recommended range.

Leisman explained details of the township adopted compensation documents in specific to the DDA position and how Haley's salary was part paid for by the township but mostly by the DDA fund. Leisman mentioned a few options the DDA could look at; speed up the process and have Suchy do Haley's review, move the DDA Director to the minimum recommended salary, or setup a committee to perform a review within the next month.

There was board discussion regarding the importance of compensating employees, the recommended salary ranges (minimum, midpoint, and maximum), speeding up a review process or possibly creating a written compensation review process, and all the DDA members concurred that Haley has been doing a great job.

Moved by Leisman, supported by Frost, for the DDA to request the township manager to conduct an expedited review of the DDA Director and report back next month on the review and recommended pay. Motion carried.

b. Review Beers at the Bridge Event Recap

Stichman recapped the Beers at the Bridge event in June with comparisons from 2019 and 2021. She summarized: attendance 2,800; beer revenue \$14,333 with 21% of sales via credit card (which was new this year); beer tickets redeemed 3,569; swag revenue \$674; total sponsorship collected to date \$28,500, with a few unpaid so she expects total sponsorship to go to approximately \$37,000.

Aaron McNair, DDA Marketing and Events Intern, shared a brief social media and marketing recap of the event: April 4-June 17 there were 13 promotional Beers at the Bridge posts distributed on-line on the facebook page; from the posts, 14,200 users were reached; and he referred to the demographic breakdown pointing out the percentage of on-line audience, sponsorship brand awareness, and the top performing posts and reactions. He said the social media was a great way for sponsors and the public to interact on the same posts and he believed those efforts were a large part of the attendance numbers and increase in sponsorship revenue.

VIII. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, June 30, 2022

Stichman referred to the financial outline and mentioned a few main points: tax distribution for real property that was delinquent, special events receipts, community event expenditures, contract services, phone allowance expenditure, specific costs involving Beers at the Bridge event, and farmers market activity.

b. Director/Staff Reports

Stichman referred to the report included in the packet which outlined details about Beers at the Bridge and Brats and Bonfires/Fall Festival, farmers market, social district, train bridge mural project, and streetscape plantings.

Idema mentioned a concern shared from some of the parents at the farmers market during the children's reading time.

IX. BOARD MEMBER COMMENT

Coe said she was absent from the July 6 event but asked how the music on the lawn/social district evening went. There was board discussion about the lighter attendance numbers due to it being a holiday week and that it was a rain date event. Stichman said she received very positive input from the restaurants that participated in the social district; Luna, Zeytin's, Mud Penny and the Schnitz, and that she would report next month after checking in with the other businesses.

X. PUBLIC COMMENT

Planning Director, Said, gave an update on the Master Plan process and shared that the public input sessions went well. He gave details of the dates, time and location of the pop-up event and community event in July and August. The consultants, Progressive AE, created promotional items (coasters, posters and business cards) that were distributed for public awareness and involvement, and there had been about 300 on-line surveys completed.

XI. ADJOURN MEETING

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

Respectfully submitted:

Devin Norman, Secretary

rs:eb