

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE AUGUST 9, 2021, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, August 9, 2021, 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, Harrison, Leisman, Wright

BOARD MEMBERS ABSENT: Idema, Knapp, Norman, VanderWulp

STAFF AND OFFICIALS PRESENT: Buckley, Ferro, Moran, Stichman, Suchy

PUBLIC PRESENT: none

II. APPROVAL OF AGENDA

Moved by Harrison, supported by Coe, to approve the agenda as presented. Motion carried 5-0, with 4 absent.

III. APPROVAL OF MINUTES OF THE JULY 12, 2021 REGULAR MEETING

Moved by Leisman, supported by Wright, to approve the July 12, 2021 minutes as presented. Motion carried 5-0, with 4 absent.

IV. APPROVAL OF SEYFERTH PR CONTRACT FOR EVENT PLANNING AND COORDINATION SERVICES FOR BEERS AT THE BRIDGE 2021

Stichman stated the process as in the past years is that we work with Seyferth PR to host the Beers at the Bridge event. Stichman said the estimated out of pocket cost to Seyferth is \$16,500 and Amway covers Seyferth's marketing and PR costs, but Amway will be moving away from covering the costs in upcoming years.

Wright asked what type of Covid restrictions are in place. Stichman stated there are no restrictions at the county or city level that require us to have precautions in place, but there will be hand washing stations and face masks available.

Stichman went over details on the items that Seyferth provides for the event, the names and types of sponsors, what their sponsorship provides, and advised the DDA that sponsorships received to date is \$11,750.

Harrison asked Stichman for a breakdown of costs; how much being covered by Amway and how much being covered by sponsorships.

Treasurer Moran shared that each event costs about \$20,000 in expenses. Moran stated that when they had the first meeting to discuss the event and since there is only one event this year instead of three, Amway offered to pay all of Seyferth's marketing and PR costs. Moran said all other costs are incurred by the township, Seyferth pays for them out of pocket and the township will reimburse Seyferth.

There was board discussion on costs for the event, overall revenue figures from beer and tshirt sales, the budgeted amount for a total of four events within a year, and the transition from Seyferth's roll in event planning over to Haley as new DDA Director and how it plays into next year's events.

Harrison shared concern and said he was not comfortable approving sight unseen reimbursement costs without seeing it line by line/itemized. Wright concurred with Harrison and stated if you were asking the DDA to approve a budgeting of \$16,500 is one thing, but if you are asking for the expenditure right now without a known bottom line/itemized cost is another.

Suchy clarified the request and said they are asking the DDA to approve the contract with an estimated number and the estimated number is already in the budget. Suchy stated when the event is over and we start receiving invoices they will still go in front of the township board for approval; invoices will be reviewed carefully with itemized details for all costs.

Moved by Harrison, supported by Wright, to approve the Seyferth PR contract for Event Planning and Coordination Services for Beers at the Bridge for 2021. Motion carried by roll call vote 5-0, with 4 absent.

V. APPROVAL OF RFP FOR A STRATEGIC PLANNING PROCESS

Stichman referred to the draft RFP included in the packet. The board reviewed the draft RFP and Harrison asked how much funds were budgeted for the process. Suchy said there were \$12,000 budgeted for the strategic planning process.

Wright and Leisman suggested some additions to the verbage on the first page and Stichman agreed to amend RFP before mailing.

Moved by Harrison, supported by Leisman, to approved the RFP, Request for Proposals for a Strategic Planning Process Design and Facilitation. Motion carried 5-0, with 4 absent.

VI. CONSIDER SCHEDULING A PUBLIC HEARING REGARDING ADDITIONAL MILLAGE RATE OF .0178 MILLS

Suchy stated the DDA and the township board have done a "Truth in Taxation" millage update the past couple years. Suchy explained that the county sends a breakdown from 2020 to 2021 where there is essentially a Headlee rollback and if we don't have a Headlee rollback there is a potential millage calculation fraction rollback based on what our taxable value went up by.

Suchy said staff recommends the DDA consider scheduling a public hearing for the additional millage rate at the next DDA meeting on September 13, 2021.

Suchy referred to Haley's memo that explains if a public hearing is not held regarding the proposed rate, the DDA millage rate will be required to be reduced, which would result in a reduction in revenue of \$3,477.

Leisman stated we need to consider having the public hearing to preserve our rights. Suchy stated he believes the township already meets the requirements under the Truth in Taxation but he is awaiting confirmation from our legal counsel. It is possible that a public hearing will not be necessary if they find that the township meets the requirements.

Moved by Leisman, supported by Coe, to approve the scheduling of a public hearing, contingent upon feedback/outcome from the county equalization director, regarding additional millage rate of .0178 mills at the next DDA meeting on September 13, 2021. Motion carried 5-0, with 4 absent.

VII. REVIEW AND COMMENT ON COMMUNITY REPORT & BUSINESS SURVEY

Stichman referred to the copy of the community report in the packet and said in 2019 we worked with Seyferth to create the report with the idea it would be updated on an annual basis and sent out to the DDA community. Stichman referred to the business response survey that Brian, previous DDA Director, created and said she made some changes for the DDA to review and share feedback. She would like to get the survey updated and send out with an updated community report in Spring 2022.

There was board discussion in support of updating the report and survey, establishing whether to send the survey out to DDA businesses and/or all community/residents, and the board was supportive of the idea to start on the report and survey as soon as possible in coordination with the strategic planning process.

Stichman stated she will update/refine the community report and business survey and bring back to the DDA board for approval.

VIII. REPORTS AND COMMUNICATIONS

a. DDA FINANCIAL REPORT, JULY 31, 2021

Stichman said there has not been much activity with DDA financial in July. She said that we received a few sponsorship dollars for Beer at the Bridge and some monies were issued to the farmers market manager.

b. DIRECTOR/STAFF REPORTS

Stichman shared information from her director's report that outlines a few updates:

The DDA has a total of 38 sponsors this year for Beers at the Bridge and \$11,750 in sponsorship revenue. The strategic planning process draft RFP was approved today and she will make suggested changes & proceed with mailing.

Stichman said she started attending the ABA board meetings and will be serving on some of the event committees to get a better understanding of the events for the township.

Stichman has registered for the conference of the Michigan Downtown Association (MDA) and will be reaching out to MDA members as well as the legislative committee to help keep a pulse on any actions/laws that would affect downtowns.

IX. BOARD MEMBER COMMENT

Wright asked if the new hotel will be a City Flats Hotel. Suchy stated it will not be a City Flats Hotel and is supposed to be a Hotel by Amway with plans to break ground in the fall.

Harrison thanked Stichman for including the departmental/administrative reports in the packet. He said they are very helpful and give you a broad view of what is going on in the community.

X. PUBLIC COMMENT - none

XI. ADJOURN MEETING

Moved by Harrison, supported by Wright, to adjourn meeting at 9:10 a.m. Motion carried.

Respectfully submitted:

Devin Norman, Secretary

rs:eb