



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE SEPTEMBER 11, 2023, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, September 11, 2023, 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: Bowersox, Coe, Frost, Harrison, Idema, Knapp, Leisman, Vogl

BOARD MEMBERS ABSENT: Turan

STAFF AND OFFICIALS PRESENT: McIntosh, Moran, Murray, Said, Stichman, Suchy

PUBLIC PRESENT: 3

II. APPROVAL OF AGENDA

Harrison requested to add an agenda item to new business, item c. fall festival expenditures, with supporting documents provided for DDA members.

Moved by Harrison, supported by Bowersox, to approve the agenda as amended.
Motion carried.

III. APPROVAL OF MINUTES OF JUNE 12, 2023, REGULAR MEETING

Moved by Coe, supported by Vogl, to approve the minutes of June 12, 2023, Regular Meeting as presented. Motion carried.

IV. APPROVAL OF PAYABLES – none

V. UNFINISHED BUSINESS - none

VI. NEW BUSINESS

a. Beers at the Bridge Event and Media Recap – June, July, August 2023

Stichman said that The Beers at the Bridge Summer Concert Series wrapped up on August 18 with approximately 3,200 in attendance. The beer/cider/sangria sales for the season totaled \$43, 533.00, noting that this exceeds our record when we hold all three events from last year by 9%. She said they have collected about \$35,000 in sponsorship revenue and that the revenue

overall is on track to exceed last year's. She will have more information next month when she has a total event recap.

Stichman informed that the new venue was well received by community members and will be surveying businesses to gain a broader understanding of community perspective, which will help determine a location for next summer. She said additional conversation will need to be had in October/November by the Board regarding the location for 2024.

Stichman referred to the memo in the packet and went over event and media recap for June, July, and August with a few main points:

- Gross sales in June represent a 17% increase from last year. It did fall a short of our record from June of 2018, but we can attribute that to suspending beer sales at 8:00pm vs. 8:30pm due to us running out of beer.
- We shattered the previous record (2017 – might have been \$3/beer) for beer sales for our July event. Beer sales totaled \$13,414.00 (\$5,436 via credit card). That represents a 44% increase over both the July 2017 event and our July event last year.
- August generated \$13,385 in beer/cider/sangria sales. 40% of sales were via credit card (\$5,308). That revenue was consistent with not only July's beer sales (\$13,414), but from an attendance perspective as well.

Stichman said she anticipates presenting a complete recap to the Board in October.

There was DDA Board discussion regarding the events and the positive feedback received, possible changes/or removal of the gates, and overall discussion on continuing improvements.

b. Review Letter from Ada Resident regarding Train Bridge Mural at Ada Drive

Stichman referred to the letter received that outlines traffic safety concerns due to the mural that was placed on the train bridge at Ada Drive. She said the letter was originally shared with the DDA Board via email in August when received, as the August meeting was cancelled. Stichman said that she is presenting the letter as formal acceptance and invites board member discussion. Stichman noted that Township Manager Suchy spoke with the resident directly.

Suchy summarized his conversation with the resident and said that overall it was a very positive conversation and she was comfortable with the communication that her concerns would be passed onto the DDA Board and the Township Board.

c. Fall Festival Expenditures

Stichman stated that the DDA Board approved the integration of its Brats and Bonfires event into the Fall Festival last year as a partnership with DiscoverAda and the Ada Business Association. The event is scheduled to take place again this year on Friday, October 6 from 4pm-7pm. There will be activities at Legacy Park, The Community Church, and Ada History Center. With over 15 different activities scheduled throughout the downtown, it's sure to be a great event for all (we had record attendance last year). We are encouraging businesses to decorate their windows for fall, host a fall themed activity at their business location, and restaurants will be encouraged to host a

brat dish. To bring in additional elements of Brats & Bonfires, we'll be hosting the Vinyl Bandits band at Legacy Park (4-6:30pm) and lighting fire pits at the park and History Center.

Stichman said the budget for FY23/24 includes a \$3,000 expenditure for the Fall Festival featuring Brats & Bonfires. Below is an outline of anticipated expenditures for this year. Please note that these are estimated costs, and staff is recommending approval of the full \$3,000 to cover any additional expenditures that may arise.

Budget:

Entertainment at Legacy Park:	\$875
Smore's Goodie Bags:	\$625
Marketing:	<u>\$100</u>
	\$1,600 (<i>estimated costs</i>)

Moved by Leisman, supported by Bowersox, to approve the budget for the Fall Festival in an amount not to exceed \$3,000.

VII. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, August 31, 2023

Stichman referred to the financial outline and mentioned a few main points: Special Event receipts totaling \$14,464 includes Beers at the Bridge sponsorship revenues for the 2023 concert series, community events expenditures \$24,335.07 includes payment for the 2023 Beers at the Bridge Concert Series (fencing, security, beer, portable restrooms, etc.), phone allowance expenditure, operating supplies/services, contract services, improvement expenditures, and the farmers market activity included vendor registration and sponsorship revenue equaling \$725 and expenditures totaled \$1,869.50 which includes Market Manager payments as well as petty cash reimbursements for weekly buskers.

b. Director/Staff Reports - none

VIII. BOARD MEMBER COMMENT

Idema shared that she thinks RRR Lawn and Landscape did a great job on the flowers this season. Stichman said she agrees about the flowers and that she has received a lot of great feedback this year and plans to share it with RRR.

Planning Director Said gave a few updates on some of the new construction going on.

Harrison acknowledged/tribute to the 911 memories.

Leisman made note that Mark Fitzpatrick, Parks Director, announced his retirement date of November 15, 2023. Leisman updated on the new park's projects (fund raising committee activity) and said they are working on closing both land acquisitions. Leisman also shared the changes in the Clerk's office in that Deb Thompson has retired and Erin McIntosh is the new Deputy Clerk.

Suchy provided an update on the search for a location for the new township hall and said the Township Board is targeting the property across from the library at 7171 Headley Street and that they will work with Geld on trying to secure a purchase agreement.

IX. PUBLIC COMMENT - none

X. ADJOURN MEETING

Moved by Idema, supported by Vogl, to adjourn the meeting at 8:39 a.m.
Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb