



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE SEPTEMBER 12, 2022, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, September 12, 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, Idema, Knapp, Leisman, Norman

BOARD MEMBERS ABSENT: Frost, Harrison, Vogl

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

PUBLIC PRESENT: 0

II. APPROVAL OF AGENDA

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

Norman arrived 8:02 a.m.

III. APPROVAL OF MINUTES OF AUGUST 8, 2022, REGULAR MEETING

Moved by Idema, supported by Knapp, to approve the minutes of August 8, 2022, Regular Meeting as presented. Motion carried.

IV. APPROVAL OF PAYABLES – none

V. UNFINISHED BUSINESS - none

VI. NEW BUSINESS

Stichman explained that the presenter for the Train Bridge Mural project was running late for the meeting and requested to start with the recap for Beers at the Bridge (agenda items were adjusted to reflect request).

a. Beers at the Bridge Event and Media recap – August 19, 2022

Stichman gave a recap for the Beers at the Bridge event in August and shared that approximately 2,900 people attended and gave a breakdown of beer, cider, sangria, and swag sales; for a total revenue equated of \$16,725. She said that according to their records it was the best August event ever in terms of revenue. She summarized the revenue and expenditure amounts to date and explained she would have final numbers to report in October.

Stichman referred to the summer concert recap/report covering all three of the summer events and went over items of what went right; setup and preparation, volunteers, sponsorship revenue, and that she was

pleased with the smooth transition from Seyferth PR leading event to DDA. She also went over details of changes for the future; electrical updates, create an emergency path in case of a medical emergency and/or first aid tent, wi-fi hot spot, appreciation of volunteers, and construction at Leonard Field next year.

Coe shared concern about the types of cups that were used and said that she received comments about recycle bins at the events. Stichman explained that the cups were compostable and that she would continue to work with the Kent County Public Works regarding signage for compostable disposal vs. trash disposal.

There was brief Board discussion regarding the need for recycle bins or separate trash containers and the need to educate people about compostable product vs. land fill product.

Stichman concluded with additional details from the summer recap pages about sponsor feedback, numbers and revenue, social media strategy and statistics, and a volunteer recap.

b. Review and Approve Train Bridge Mural Proposal from Lions & Rabbits Center for the Arts

Stichman summarized the staff memo and said that the DDA approved a capital improvement budget amount of \$53,500 over the next two fiscal years for the train bridge mural project. She said in May the DDA approved an initial proposal to contract Lions & Rabbits Center for the Arts (LRCFA) for research and development for public art on the railways.

Stichman referred to the new proposal from Lions & Rabbits outlining a plan for the next steps that will move the project forward and requested the DDA review the draft artist RFP application. Stichman noted that the budget outlined did not include any road closure fees.

Hannah Berry from Lions & Rabbits Center for the Arts presented the proposal and went over the details and timelines. Hannah explained the breakdown of costs and colors for the railway, tressels, and walls at the Ada Drive and Thornapple River Drive locations. She said that she met with the Ada Arts Council and the Ada Business Association and they were interested to be involved in the design committee and she hoped that DDA members would also be interested to be a part of the design selection process.

Hannah said the RFP process would open in the fall, go through the winter and close in the spring, with the painting to start in the spring. She explained details of the road closure possibilities and working with Kent County Road Commission.

There was Board discussion about different design ideas, the interest to see examples of images, the longevity of the painting/coating and/or maintenance of the murals, and the RFP process and design selection process and for the DDA (and possibly the Township Board) review selections prior to proceeding.

Moved by Leisman, supported by Norman, to approve the Public Art Proposal from Lions & Rabbits Center for the Arts and authorize the DDA Director and DDA Chair to form a design committee that will oversee the approval of the artist RFP and initial vetting of artist proposals. Motion carried.

VII. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, August 31, 2022

Stichman referred to the financial outline and mentioned a few main points: special events receipts that include Beers at the Bridge sponsorship revenues, community event expenditures, phone allowance

expenditure, office supplies/services, contract services, bond interest payment, and farmers market activity.

Idema left meeting at 8:51 a.m.

Norman made note about the landscaping in the Village and shared concern of the beds at Thornapple River Drive and Ada Drive were overgrown. There was brief Board discussion about concerns of the landscaping throughout the Village and what was maintained by Township staff vs. Rockwell Earthworks (Rockwell is contracted by the DDA). Suchy shared that Special Projects Intern, Kevin Austin, was doing inventory on the landscape beds that Rockwell Earthworks maintain and would have information to present to the DDA at the next meeting.

b. Director/Staff Reports

Stichman mentioned that in her Directors Report she included an evaluation of DDA Intern, Aaron McNair. She shared with the DDA a recap of the projects and accomplishments that Aaron worked on over the summer. Leisman shared that he was impressed with Aaron's work and the presentation he gave on social media.

VIII. BOARD MEMBER COMMENT

IX. PUBLIC COMMENT

John Said, Director of Planning, provided updates on: the hotel project, a few proposals that were being presented at the next Planning Commission meeting, and the Master Plan Process. Said also shared that there was a public meeting planned for September 21st at Meadowbrook School for a proposed walkway along Argo Avenue.

Suchy provided updates on: two of the homes on Bronson Street behind the Schnitz have been purchased and proposals would be submitted to the Planning Commission in the future, and the Township was working with the developer to upgrade the retaining wall on Ada Drive and the Township would contribute to the cost of the upgrade, but the property owner would be responsible for the maintenance of the wall.

Leisman was pleased to share that he thought Haley did a great job on Beers at the Bridge this year and that it was a phenomenal event.

X. ADJOURN MEETING

Moved by Norman, supported by Knapp, to adjourn meeting at 9:08 a.m.

Respectfully submitted:

Devin Norman, Secretary

rs:eb