

ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE SEPTEMBER 13, 2021, MEETING, 8:00 A.M.

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, September 13, 2021, at 8:00 a.m., at the Ada Township Hall, Assembly Room, 7330 Thornapple River Drive, Ada, Michigan.

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:00 a.m. by Chair Bowersox.

BOARD MEMBERS PRESENT: Norman, Wright, Leisman, Bowersox, Harrison, VanderWulp, Knapp, Idema

BOARD MEMBERS ABSENT: Coe

STAFF AND OFFICIALS PRESENT: Stichman, Suchy, Moran, Smith

PUBLIC PRESENT: None

There was brief board discussion about adding an item to the agenda to include the Seyferth Contract for Brats & Bonfires. Moved by Harrison, supported by Idema, to approve the addition of Seyferth PR Contract to the agenda as item IIIa. Motion carried.

II. APPROVAL OF AGENDA

Moved by Harrison, supported by Knapp, to approve the agenda as amended.

Motion carried.

III. APPROVAL OF MINUTES OF THE AUGUST 9, 2021, REGULAR BOARD MEETING

Moved by Harrison, supported by Knapp, to approve the August 9, 2021, minutes as presented. Motion carried.

a. SEYFERTH CONTRACT FOR BRATS & BONFIRES

There was some discussion about the Seyferth proposal. Director Stichman presented numbers from Seyferth and went over the itemized list included in the packet. Idema asked about the budget and the transition of expenses from Amway to the township. Wright asked about the amount Amway would be contributing. Stichman responded that in 2019 Amway paid for 50% of everything (PR and out of pocket costs) and with the transition this year Amway is just paying for PR and marketing costs and the DDA would be paying for the out-of-pocket costs. Norman asked if it sounded reasonable to suggest the DDA could be responsible for \$7,000-\$8,000 of event deficit. Stichman agreed with his approximation. Leisman stated 10% of the revenue would go to the Fire Association. Moved by Harrison, supported by Knapp, to approve the Seyferth contract. Motion carried.

IV. DISCUSS AND APPROVE PUBLIC PARKING SIGN INSTALLATION PROPOSAL FROM VALLEY CITY SIGNS

Director Stichman presented the parking sign installation proposal for two signs at the Community Church to promote public parking in the downtown. There was discussion about the issue of matching signs township-wide. Norman asked about the administration fee for researching and obtaining a permit; to clarify if the township was charging the DDA for the permit to install the signs. Stichman responded yes, the DDA would be required to obtain a permit with Valley City Signs for the installation. Idema asked if there were other signs to consider. There was discussion about the community church's parking lot, including hours of use, agreement with the church, signs at all four entrances, etc. Moved by Harrison, supported by Norman, to approve the public parking sign installation proposal from Valley City Signs. Motion carried.

V. CONSIDER EXTENSION OF VILLAGE SIDEWALK AND ICE REMOVAL CONTRACT WITH VANVOSSEN PROPERTY SERVICES

Director Stichman presented the request for extension of sidewalk snow and ice removal. VanderWulp stated he felt VanVossen did a good job. He had concern that the prices may not be high enough for VanVossen to continue. Moved by Norman, supported by Idema, to approve the extension of village sidewalk and ice removal contract with VanVossen Property Services. Motion carried.

VI. DISCUSS SCHEDULE/PROCESS FOR DDA STRATEGIC PLANNING PROCESS

Director Stichman presented a proposed schedule and process for the DDA Strategic Planning. There was some discussion, and there was general consensus to proceed.

VII. DISCUSS THE CREATION OF A DDA SPECIFIC FACEBOOK/SOCIAL MEDIA ACCOUNT(S)

Director Stichman presented the issue of social media, including the history and what we are doing now. There was board discussion about the mission, the scope of services, the timing with the strategic planning process, the opportunity to communicate with the public, and drawing the line between the ABA and DDA. Wright talked about the Facebook guidelines.

VanderWulp left the meeting at 9:03 a.m.

Moved by Harrison, supported by Norman, to authorize the DDA Director to begin the process for the establishment and use of a Facebook page. Motion carried.

VIII. DISCUSS CHANGE TO DDA DIRECTOR'S SCHEDULE

Director Stichman talked about her schedule and a proposed change which would work better for her personally. There was general agreement that it would be okay.

IX. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, August 31, 2021

Director Stichman talked about the financial report and gave updates on Beers at the Bridge proceeds and Farmers Market. Idema asked if there would be a year-end report from the Farmers Market Manager and Stichman said that Jennie was planning to attend a DDA Meeting and provide an update.

b. Director/Staff Reports

X. BOARD MEMBER COMMENT

Bowersox asked what the new building behind Luna was with the garage doors. Suchy said they haven't publicly announced what the building is but it was designed with a "garage door theme." Norman asked for a Beers at the Bridge recap and Stichman shared some estimates of costs but said that Seyferth has not advised all of their out-of-pocket costs yet. Wright asked about the township's purchase of 7351 Bronson Street. Suchy stated the purchase intent was to use the house for additional office space. Harrison commented about the good reports that Haley added in the packet. Norman stated he appreciated the addition of the reports also.

Idema commented on the transition from Planning Director Ferro to John Said. Norman asked if there was an update on the smell from the lift station. Suchy said there was a construction/project update meeting scheduled for Sept. 14 and that Ryan's Municipal thought they had a way to address the smell. Wright asked about new construction at the lift station. Suchy said that there has been a concept plan submitted but the planning commission has not yet provided an approval. Idema talked about wayfinding signage and when it would be in-place. Suchy explained some of the reasons for signage delay and said he hopes to have the township re engage in the project within the next couple of months.

XI. PUBLIC COMMENT

There was no public comment.

XII. ADJOURN MEETING

Moved by Harrison, supported by Norman, to adjourn the meeting at 9:26 a.m. Motion carried.

Respectfully submitted:

Devin Norman, Secretary

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