



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE OCTOBER 9, 2023, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, October 9, 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, Idema, Knapp, Leisman, Turan, Vogl

BOARD MEMBERS ABSENT: Harrison

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

PUBLIC PRESENT: 4

II. APPROVAL OF AGENDA

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

III. APPROVAL OF MINUTES OF SEPTEMBER 11, 2023, REGULAR MEETING

Moved by Vogl, supported by Frost, to approve the minutes of September 11, 2023, Regular Meeting as presented. Motion carried.

IV. APPROVAL OF PAYABLES – none

V. UNFINISHED BUSINESS - none

VI. NEW BUSINESS

a. Sponsorship of the Ada Business Association's Tinsel, Treats, and Trolleys

Stichman stated that the DDA Board has budgeted \$2,500 this fiscal year for support of the Ada Business Association's Tinsel, Treats & Trolleys event that happens the first Friday of December. The DDA has contributed to this event for the past 4 years. Stichman noted the recognition for the Township's Bridge Lighting sponsorship; township logo in brochure, signage on bridge, serve as Director on trolley, and the ABA e-newsletter and social media platforms.

Moved by Leisman, supported by Bowersox, to approve the sponsorship of the ABA's Tinsel, Treats, and Trolleys in the amount of \$2,500. Motion Carried.

b. Review and Approve Recommendation for Winter Wonderland Installation

Stichman said the DDA has budgeted a total of \$26,500 for the Winter Wonderland holiday lighting display. Total costs last year equated to \$16,559.32 (approximately \$11,000 less than the \$28,000 that was budgeted).

Stichman updated the Board on some of the past technical difficulties and the potential changes to eliminate those issues. She referred to the staff memo that provides details regarding the status and estimated costs for each component of Winter Wonderland; garland on downtown poles, and the winter lights display. She went over quotes from West Michigan Holiday Lighting/Surface Renew LLC, Display Sales, and RRR Lawn and Landscape.

Stichman recommended the DDA Board consider replacing the garland this year to mitigate maintenance issues that we continue to see from year to year. Purchasing through West Michigan Holiday Lighting will streamline the garland and lighting installation process (they also provide a lifetime warranty and service calls). The total cost for the project would be \$37,404. Stichman said that West Michigan Holiday Lighting is willing to work with us to get the cost down for next year while still being able to honor its warranty. Additional conversations will need to be had with Tim at West Michigan Holiday Lighting after the Board reviews and approves the best path forward.

There was DDA discussion regarding the breakdown of costs from West Michigan Holiday Lighting/Surface Renew, the amount of replacement garland needed (all or some), and the idea of one company to do all the work was well received by the DDA members. Leisman made note that it would be helpful to see one itemized invoice (including warranty information) to see exactly what the DDA is purchasing, and Stichman confirmed that she would have an itemized invoice at the November meeting.

Moved by Leisman, supported by Vogl, to approve the proposal from West Michigan Holiday Lighting as described by the DDA Director for the Winter Wonderland Holiday Lighting display in an amount not to exceed \$38,000. Motion carried.

VII. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, September 30, 2023

Stichman referred to the financial outline and mentioned a few main points: Special Event receipts totaling \$5,000 includes Beers at the Bridge sponsorship revenues for the 2023 concert series, community events expenditures \$9,647.61 includes payment for the 2023 Beers at the Bridge Concert Series (fencing, security, beer, portable restrooms, etc.), phone allowance expenditure, office supplies/services, operating supplies/services, contract services, membership & dues (includes annual membership to Michigan Downtown Association), and the farmers market activity included expenditures totaling \$3,682.13, which includes Market Manager payments for July/August as well as payment for website hosting.

Stichman said she would have an event report that will include all the financials/final numbers for the Beers at the Bridge Concert Series 2023 and will present it to the DDA at the November meeting.

b. Director/Staff Reports

Stichman provided a Farmer's Market summary received from Stephanie Karris, Market Manager, and said she and Stephanie would have a full season report presented to DDA at the November or December meeting.

Frost inquired about any new parking study update. Planning Director Said explained that the intern, Harry, collected information on building square footage as it currently exists and total parking inventory. Said noted that the gathered information has not been formalized as it was collected in preparation for the parking study to be done next spring/summer and he offered to share the data collected with the DDA.

VIII. BOARD MEMBER COMMENT

Coe inquired about the Square Peg events and how they are going. Stichman explained that she is de-briefing now with Cynthia Hegadorn to get a wrap up from the summer events and she plans to have a report available at the next DDA meeting.

Idema shared concern about upkeep of the sidewalks during fall with the nuts dropping from trees. Stichman will check with our Buildings, Facility and Grounds Director regarding sidewalk maintenance.

Stichman provided an update on the Fall Festival with Brats and Bonfires. She said though it was raining, the rain did not deviate the event and there were people at the park, the church and the history center, and an arts activity fair at the church (plenty of indoor spaces to get out of the rain).

IX. PUBLIC COMMENT - none

X. ADJOURN MEETING

Moved by Bowersox, supported by Idema, to adjourn the meeting at 8:44 a.m.
Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb