



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF THE OCTOBER 10, 2022, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, October 10, 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, Frost, Harrison, Idema, Knapp, Leisman, Vogl  
**BOARD MEMBERS ABSENT:** Norman  
**STAFF AND OFFICIALS PRESENT:** Buckley, Murray, Said, Stichman, Suchy  
**PUBLIC PRESENT:** 0

**II. APPROVAL OF AGENDA**

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

**III. APPROVAL OF MINUTES OF SEPTEMBER 12, 2022, REGULAR MEETING**

Moved by Idema, supported by Coe, to approve the minutes of September 12, 2022, Regular Meeting as presented. Motion carried.

**IV. APPROVAL OF PAYABLES – none**

**V. UNFINISHED BUSINESS - none**

**VI. NEW BUSINESS**

**a. Sponsorship of the ABA's Tinsel, Treats, and Trolleys**

Stichman said the DDA budgeted \$2,500 for FY 2022/23 for support of the Ada Businesses Association's Tinsel, Treats & Trolleys event held the first Friday in December. She explained that in the past the ABA has come to the DDA requesting funding, which was not tied to any specific sponsorship. Stichman said that after meeting with the ABA and TTT Committee Chair, they concluded that it made most sense for the DDA's participation be linked specifically to the Covered Bridge Lighting Sponsorship.

Stichman spoke of some of the improvements needed for the Bridge Lighting Ceremony like upgraded audio system and Trolley's for transportation, and she outlined the opportunities offered for recognition for being the Bridge Lighting sponsor; logo printed in brochure, signage, ABA e-newsletter, webpage and social media.

Stichman concluded that staff was supportive of the Covered Bridge Lighting Sponsorship and said that one of the components of the sponsorship was having the ability to be a part of the event and noted that the sponsorship did not increase the dollar amount that the DDA would be contributing.

There was brief Board discussion regarding the amount budgeted vs. authorization to spend, cost for new wreaths, garland and lights, and an upgraded sound system.

Moved by Harrison, supported by Leisman, to approve sponsorship of the ABA's Tinsel, Treats, and Trolleys in the amount of \$2,500.00. Motion carried.

#### **b. Progress of Winter Wonderland Installation in Downtown Ada**

Stichman said the DDA has budgeted a total of \$28,000 for FY 2022/23 for Winter Wonderland in Ada and went over some of the detailed costs. She said she met with staff in the spring to identify the positives and negatives that were experienced last winter and the next steps to mitigate some of the technical/process difficulties.

Stichman shared details about the garland on the downtown light posts and said for the past several years, the Township and DDA have split the cost for installation and removal of the holiday garland, but last year there was conversation of the DDA paying the entire cost since the decorations take place within the development district. With that conversation in mind, the DDA budgeted \$3,500 for installation and removal.

Stichman had a quote from RRR Lawn and Landscape for \$3,145 for garland installation and removal and said she supports moving forward with RRR Lawn and Landscape as the contractor for the next winter season.

Stichman shared details about the winter lights display and identified numerous challenges for the program last year and said they were going to shift some of the stretch of trees along Ada Drive and there was additional research being done that would inform a proposal for the shift.

Stichman went over the costs that were quoted for this season for the Fraser Fir trees from Romence Gardens, the installation of the LED Christmas tree lights by West Michigan Holiday Lighting, costs for the tree stands being attached and trees being delivered, and some additional considerations for a total 2022 budget of \$15,538.00.

There was Board discussion regarding the placement of the deer, ways of staking the trees better to hold them down, the maintenance of the trees by building and grounds, and the purchase of sand bags and tree skirts. Leisman shared that he was supportive of the idea of spending the additional \$5,500 for the lightpole holiday attachments.

Moved by Harrison, supported by Frost, to approve expenses for the Winter Wonderland installation as presented in the amount not to exceed \$16,000.00. Motion carried.

### **VII. REPORTS AND COMMUNICATIONS**

#### **a. DDA Financial Report, September 30, 2022**

Stichman referred to the financial outline and mentioned a few main points: special events receipts that include Beers at the Bridge sponsorship revenues for the concert series, community event expenditures, phone allowance expenditure, office supplies/services, contract services, and farmers market activity.

**b. Director/Staff Reports**

Stichman made note that the DDA hosted the Fall Festival with DiscoverAda with components from the Brats and Bonfires that were integrated into it. She said the support and feedback from the restaurants and retailers have been very positive. Knapp said that there were lines at all the restaurants, there were kids and families everywhere, it was a beautiful sight and he thought Haley and Liz did a phenomenal job.

Planning Director Said had a few things to add from his monthly report; he shared that Ada was featured in Lowell's First Look, an on-line media source, and encouraged everyone to view the publication. He updated that the Master Plan process has the next community meeting on November 2 at 5:30 p.m. at the library to discuss what the next steps in the process would be.

**VIII. BOARD MEMBER COMMENT**

Leisman shared that the Township Board approved the expansion of the Social District to Thursdays and Fridays 4-9:30 p.m. and Saturdays 12-9 p.m. through January 31, 2023.

There was general discussion between the DDA members, Planning Director Said and Manager Suchy about some of the potential projects going on in the village area; the 'triangle' property at 7369 Thornapple River Dr., Turan property behind Georgie's, the Oxbow/Mosaic property at Thornapple River Dr. and Fase St. Suchy shared a brief update on potential sites for the Township Hall and said he would provide updates as discussions unfold.

There was additional Board discussion regarding shared concerns about Ada having a "parking problem" (especially with more density), updating the parking study with additional data, providing businesses maps/brochures to educate public of parking options, placement of parking signs, and the wayfinding design process.

**IX. PUBLIC COMMENT**

Stichman made note that earlier in the year the Michigan Retailers Association awarded the ABA a \$7,500 grant towards a marketing campaign for Winter Wonderland through NextStar media and she was working with the ABA on what that would look like, in conjunction with that they were developing a Winter Wonderland logo to be a part of the campaign.

Frost shared comment that he was reflecting on the DDA Strategic Plan and all the work that they did the past year and he felt there were a number of things that may warrant revisiting; go over priorities and initiatives, business opportunities/investments, and review a downtown beautification plan. The DDA members concurred and plan to continue discussion with another review by the January 2023 meeting.

**X. ADJOURN MEETING**

Moved by Harrison, supported by Idema, to adjourn meeting at 9:08 a.m.

Respectfully submitted:

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Devin Norman, Secretary

rs:eb