

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE OCTOBER 11, 2021, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, October 11, 2021, 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, Harrison, Idema, Knapp, Leisman, Norman, Wright, VanderWulp

BOARD MEMBERS ABSENT: none

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

PUBLIC PRESENT: none

II. APPROVAL OF AGENDA

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

III. APPROVAL OF MINUTES OF THE SEPTEMBER 8, 2021 SPECIAL MEETING

Moved by Harrison, supported by Idema, to approve the September 8, 2021, Special Meeting minutes as presented. Motion carried.

IV. APPROVAL OF MINUTES OF THE SEPTEMBER 13, 2021 REGULAR MEETING

Moved by Idema, supported by Harrison, to approve the September 13, 2021, Regular Meeting minutes as presented. Motion carried.

V. APPROVAL OF SEYFERTH PR INVOICE FOR EVENT PLANNING AND COORDINATION SERVICES FOR BEERS AT THE BRIDGE

Stichman referred to the memo and copy of the invoice included in the packet. Stichman said the actual out-of-pocket expenses were \$16,078.51 and the estimated out-of-pocket expense that the DDA had approved was \$16,500.00. She asked the board if the itemized breakdown of costs would be sufficient vs. actual copies of the invoices. The DDA board agreed that the itemized breakdown was sufficient.

Moved by Norman, supported by Harrison, to approve the invoice from Seyferth PR for Beers at the Bridge. Motion carried.

VI. APPROVAL OF QUOTE FOR DDA DIRECTOR'S OFFICE INSTALLATION FURNISHINGS

Stichman said she included in the packet the two quotes for the office furniture. She would like the DDA to approve the quote from Interphase Interiors for \$2,884.32.

Moved by Leisman, supported by Coe, to approve the cost of \$2,884.32 for the DDA Director's office furniture. Motion carried.

VII. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM THE ABA FOR TINSEL, TREATS, AND TROLLEYS

Stichman stated that the ABA was once again requesting a \$2,500.00 donation for the Tinsel, Treats, and Trolleys event that will be held on December 3rd.

Norman asked if the DDA would get recognition as a presenting sponsor. Stichman replied yes and that the flyer for the event had a DDA logo on it.

There was additional board discussion about whether there would be a need to increase the amount of DDA sponsorship, the possibility of additional advertising for the event, and purchasing lights for the bridge lighting which kicks off the event that evening.

Moved by Norman, supported by Harrison, to approve the \$2,500.00 donation to the ABA for Tinsel, Treats, and Trolleys event. Motion carried.

VIII. CONSIDER APPROVAL OF CONTRACT FOR HOLIDAY GARLAND INSTALLATION AND REMOVAL ON DOWNTOWN LIGHT POLES

Stichman said that RRR Lawn and Landscape has completed the project since at least 2018 and the cost was shared with the Township. The DDA portion of the split cost would be \$1,572.50 this year.

Leisman said he thought the DDA should pick up the entire cost since the decorating takes place in the DDA District.

There was some board discussion about the option the DDA has to pick up all costs rather than share costs with the Township, and that next year it should be revisited.

Moved by Norman, supported by Idema, to approve the quote from RRR Lawn and Landscape for 50% of the cost (1,572.50) for the downtown garland installation on the light poles. Motion carried.

IX. CONSIDER APPROVAL FOR HOLIDAY DECORATIONS INSTALLATION IN DOWNTOWN ADA

Stichman stated that the project was for the expanded holiday decorations that Seyferth presented last year and was approved for a \$20,000.00 expenditure for the purchase of the light up deer; Amway covered the additional costs: trees, tree stands, weights, skirts and the lights that were leased.

Stichman referred to the quotes included in the packet of what it would cost this year for the trees and the purchase and installation of the LED Christmas lights. She went over the details of the charges and requested that the DDA support an expenditure of up to \$15,000.00.

There was board discussion regarding the purchase of their own lights with staff doing the installation, the different events and which entity hosts which event, and the bridge lighting sponsorship being moved from ABA to the Township staff and/or DDA via Stichman.

Parks Director, Fitzpatrick, spoke about the logistics of the bridge lighting; physical structure of managing the bridge, managing the light installation in a more fire safe operation, and that he would like to see the responsibility of the installation of the lights be placed on the parks & DDA staff.

Moved by Leisman, supported by Coe, to proceed with the staff recommendation that the DDA support the Winter Wonderland project, and the additional bridge lighting component and related expenses up to \$15,000.00 for 2021. Motion carried.

X. REPORT FROM PROPOSAL REVIEW COMMITTEE FOR STRATEGIC PLANNING CONSULTANT SELECTION PROCESS

Stichman stated that the DDA received two proposals from qualified firms and the review/sub-committee met (Bowersox, Wright & Suchy) and recommend that both firms be interviewed by the DDA board.

The board discussed the special meeting date options for the interviews and reviewed the 12 interview questions included in Stichman's outline.

Norman expressed concern and asked the sub-committee if the responses received from the two companies were what was expected; was it the process the DDA was looking for. Leisman shared concern and asked if the sub-committee was comfortable that these firms would do what was appropriate for this project or should the DDA look further for more local options with a firm that could meet and spend more time in Ada. Wright said the sub-committee discussed the possibility of postponing the process with hopes that more local companies would respond.

VanderWulp left meeting at 8:58 a.m.

Following board discussion, it was moved by Idema, supported by Leisman, to table the consultant process until the November 8 meeting to allow further investigation/communication by staff with the firms that quoted as well as local firms.

XI. REPORTS AND COMMUNICATIONS

a. 2021 BEERS AT THE BRIDGE RECAP

Stichman shared that there were approximately 2,020 people in attendance at this year's Beers at the Bridge on August 20th. There were \$12,262.00 in beer and cider sales, \$711.00 in t-shirt sales, with total revenue of \$25,619.00 and expenses of \$22,489.71. Stichman referred to the outline of event recap from Seyferth included in the packet.

b. DDA FINANCIAL REPORT, SEPTEMBER 30, 2021

Stichman said that besides Beers at the Bridge and the Farmers Market there was no significant operation in financial activity during September.

c. DIRECTOR/STAFF REPORTS

Stichman informed that the DDA hosted Brats & Bonfires on October 8th; about 600 people were in attendance. She said they had about 29 sponsors and ended up a little bit over the 50% projection.

Bowersox asked when Luna may be opening. Stichman said that Luna may be having a winter opening and will inform the board when she hears of any updates. Suchy gave an update on the new Hotel and said they plan on breaking ground in December.

Idema asked about the property at Headley and Thornapple River Drive. Suchy stated that Geld owned the property and sold it to a private developer that has submitted a concept plan, but additional concept meetings will take place.

XII. BOARD MEMBER COMMENT

Wright shared that he thinks we should all be proud of Ada and the work that we contribute as a whole. Harrison thanked the consultant review/sub-committee for their detailed work. Harrison asked for an update on the American Rescue Funds. Leisman said the distribution of the funds were being looked at by the Administrative Committee.

XIII. PUBLIC COMMENT

Fitzpatrick said that the process to update the 5-year Parks, Recreation and Land Preservation Plan was underway. Part of the process was a public input process that started today through an on-line survey for three weeks. Fitzpatrick stated that there would be two in-person meetings and that he would encourage the DDA to help get the word out for people to give input and he invited them to participate in the meetings.

Wright asked about the pending sale of the 26-acre parcel on the river. Suchy referred to the parcel as the Fryover property and said that the township has had some concept meetings with them and has expressed the need for the river to remain public. Suchy said he anticipates the developer to move forward with a concept plan to the Planning Commission in the next month or two.

Idema left meeting at 9:29 a.m.

The new Planning Director, John Said, introduced himself to the DDA and shared that he looks forward to working with the board members.

XIV. ADJOURN MEETING

Moved by Norman, supported by Harrison, to adjourn meeting at 9:31 a.m. Motion carried.

Respectfully submitted:

Devin Norman, Secretary

rs:eb