



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE NOVEMBER 13, 2023, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, November 13, 2023, at 8:00 a.m. (immediately following the DDA Semi-Annual Informational Meeting) 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 8:08 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, Fitzpatrick, Moran, Murray, Said, Stichman, and Suchy

PUBLIC PRESENT: 3

II. APPROVAL OF AGENDA

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

III. APPROVAL OF MINUTES OF OCTOBER 9, 2023, REGULAR MEETING

Moved by Vogl, supported by Bowersox, to approve the minutes of October 9, 2023, Regular Meeting as presented. Motion carried.

IV. APPROVAL OF PAYABLES – none

V. UNFINISHED BUSINESS

a. Review Updated Winter Wonderland Installation Quote from Surface Renew

Stichman said at the October meeting the DDA approved the replacement of garland and the proposal from Surface Renew for the purchase and installation. It was noted by the DDA that an itemized invoice with warranty information from Surface Renew be included. Stichman pointed out that in the packet is an updated invoice from Surface Renew as well as an email to serve as warranty; for garland and lights a full warranty for lifetime, and as long as Surface Renew is installing and taking down lights they will repair as needed at no additional cost.

VI. NEW BUSINESS

a. Review the Beers at the Bridge Event/Financial Report and Consider a Recommendation for the 2024 Concert Series

Stichman referred to the memo that provided a full recap event report as well as revenue and expenditures for the concert series. Revenue equated to about \$84,000 and expenditures were about \$82,000, which gives us a net of \$2,121.45. Event expenditures came in above the \$70,000 budgeted. Special events revenue also came in higher than the budgeted amount of \$78,000. This brings the BATB portion of the fund balance to \$105,608.63 surplus.

Stichman said the Beers at the Bridge committee met in September to debrief and discuss the location for next year. With the success of the event this year and the expected renovations to Leonard Field in the coming years, the committee is recommending to the DDA Board that we make River Street/Legacy Park the permanent home for the Beers at the Bridge Concert Series. Township staff doesn't believe that we would be able to host 3,000 people in Leonard Field after the renovations take place. There has been positive feedback from CDV5 and the community regarding the location change.

Moved by Leisman, supported by Idema, to designate River Street/Legacy Park as the new home for the Beers at the Bridge Summer Concert Series. Motion carried.

There was DDA discussion regarding possibly removal of the gated area and other options of gated/fencing changes for future events. Stichman said she would share fencing concerns, as well as other changes, with the committee and report back to the DDA Board.

b. Review Parking Related Material for the Ada Central Business District

Planning Director Said provided a presentation on parking in response to the DDA Board's request for further information about parking in the Ada Central Business District.

Said went over documents of three aerial photos of commercial centers along 28th Street, with the Ada village area map superimposed over the aerial photos at the same scale. He noted that these maps are quite striking in their illustration of how short the distance really is from, for example, the church lot to local businesses vis-à-vis the distance across the parking lot at Meijer, Centerpointe, or Woodland Mall. Said commented, the walk through our downtown is much more enjoyable and engaging than walking across a large expansion of asphalt at the big box commercial centers.

Said also shared a report provided for informational purposes on a count of parking spaces in the village area, just for reference until the completion of an official parking study (planned for 2024).

Said concluded with the DDA parking map. His intention for this map/illustration is for everyone to familiarize themselves with it, be educated about the parking availability in Ada, and provide helpful hints and tips to people in the area. Said stated that Ada is a destination, and this parking awareness will help to minimize inaccurate perceptions in the community in that everyone understands that our village area system does work well.

There was DDA discussion regarding public parking vs. private parking, posting signs ahead of time to notify of road closures due to special event, and overall being aware of where public and private parking spaces are located. Stichman added note that the ABA is working to build a partnership with Ada Vista School to use there parking lot to park and shuttle to special events. Fire Chief Murray said he met with Kate Chase, Community Policing Officer, to strategize on future events – work on the lay out and size of an event and plan for additional deputies to help with the traffic flow.

c. Discussion Regarding the Recap Report for Progressive Tastings

Stichman referred to the summary report which provides a comprehensive overview of the Progressive Tastings event series that took place this summer. As indicated in the executive summary, the series was successful, offering a delightful and distinctive platform for local businesses to come together and enhance Ada's presence. In addition to cultivating collaboration among Ada's businesses, each Progressive Tasting event served as a tool for direct promotion of local businesses and community activities while drawing in leaders from neighboring areas to broaden our outreach. Moreover, each route was designed to highlight the community's pedestrian-friendly attributes.

There was brief discussion on when to include DDA Board members as guests at a specific Tastings event, and the average attendance at an event (groups of 12-15). Cynthia Hegadorn, representing Progressive Tastings, said that 80% of each event was full.

VII. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, October 31, 2023

Stichman referred to the financial outline and mentioned a few main points: DDA received a payment of \$127,512.01 from the State's Local Government Stabilization Fund, which is to offset loss of property tax revenue resulting from the personal property tax reform legislation enacted in 2014. This was lower than the budgeted amount of \$150,000.

Community events expenditures of \$13,522.93 includes payment for the 2023 Beers at the Bridge Concert Series (rentals, sales tax, miscellaneous supplies, etc.), phone allowance expenditure, operating supplies/services, continuing education, contract services, mileage and expenses, and paying agent fees of \$631.91 includes payment to the Bank of New York for capital improvement bond series. Financial activity for the Farmers Market included vendor registration revenue totaling \$650. Expenditures totaled \$68.14, which includes payment for website hosting.

Leisman mentioned concern with the revenue and expenditure year-to-date amount is a negative figure vs. the budgeted amount. Stichman noted that there are some expenditures that have been budgeted for (wayfinding signage and gateway signage) that are still in process and Suchy noted that we have not collected taxes yet which is a significant bulk of our revenue.

b. Director/Staff Reports

Mark Fitzpatrick, Parks Director, provided updates on the following:

Beers at the Bridge and Music on the Lawn concerts – Wesley Deason is going to take over Parks Director position and will be working on the concert series.
Leonard Field/River Front project – in the final phase with deck railings and light posts to be installed.

Mark said that today is his last day meeting with Boards and he extended invitations to his retirement gathering tomorrow, 11/14/23. He thanked everyone for all their help and service over the years.

VIII. BOARD MEMBER COMMENT - none

IX. PUBLIC COMMENT

Kim Rantala, Ada Business Association, said the ABA is addressing parking concerns and traffic flow for the large events in Ada. The Ada Business Association has contracted with Ada Vista Elementary School and Ada Reform Church for use of their parking lots and had success filling those lots during the Pumpkin Crawl. The ABA plans to have shuttles taking people into the village for the Tinsel Treats and Trolleys event and are continuing to have conversation with the Sheriff Office for additional coverage to help with traffic.

X. ADJOURN MEETING

Moved by Idema, supported by Turan, to adjourn the meeting at 9:19 a.m.
Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb