



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF THE NOVEMBER 14, 2022, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, November 14, 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, Frost, Idema, Knapp, Leisman, Norman

**BOARD MEMBERS ABSENT:** Coe, Harrison, Vogl

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

**PUBLIC PRESENT:** 1

**II. APPROVAL OF AGENDA**

Moved by Leisman, supported by Idema, to approve the agenda as amended, with the removal of item Xb (possible action on purchase or lease of real property as discussed in closed session). Motion carried.

**III. APPROVAL OF MINUTES OF OCTOBER 10, 2022, REGULAR MEETING**

Moved by Idema, supported by Knapp, to approve the minutes of October 10, 2022, Regular Meeting as presented. Motion carried.

**IV. APPROVAL OF PAYABLES – none**

**V. UNFINISHED BUSINESS - none**

**VI. NEW BUSINESS**

**a. Parking Signs at the Community Church Update – *Verbal Update***

Stichman said the public parking signs were installed at the Community Church in December, 2021, which has brought awareness to that location as a public parking lot, but she has heard numerous concerns from the businesses that surround the parking lot that their parking spaces were being used also; Blimpie's, Brody B's and possibly a few others. Stichman discussed the locations of some of the parking signs and said that they could be confusing depending on what entrance was used.

There was brief DDA discussion regarding businesses having their own private parking signs, and it was recommended that Stichman reach out to the property owners and see what they would prefer about signage.

**b. Consider Revised Year 3 Proposal and Updated Pricing for the Streetscape  
Planting Services from Rockwell Earthworks**

Stichman explained that the Township historically had contracted the streetscape maintenance and the flower planting services provided in the downtown and this year that contract transitioned to the DDA, and the DDA approved an expenditure of \$14,000 for FY22-23 for this service. Stichman said that the contract was awarded by the Township to Rockwell Earthworks in 2021 for 2021, 2022, and 2023.

Stichman received notice of a price increase for the year two pricing and the DDA reviewed the price increase in April and voted to move forward with the increase with the intent to reevaluate its options for the 2023 planting season. Stichman referred to the updated proposal from Rockwell Earthworks and went over the flower box inventory, assessment details, and other maintenance concerns.

Jina, representing Rockwell Earthworks, explained about the areas with and without irrigation and the process to replant the beds a number of times through the season.

There was DDA discussion on the possibility of forming a beautification committee to oversee the review of the RFP process and the streetscaping/plantings, concerns on the process of watering the flower beds and issues with the irrigation, and the need to focus on different options of what to put in the beds/different planters/hanging baskets.

Moved by Leisman, supported by Frost, to authorize the DDA Director to terminate the year 3 contract with Rockwell Earthworks. Motion carried.

#### **c. Review Beers at the Bridge Financial Report and Consider Recommendation for 2023**

Stichman referred to the Revenue and Expenditure Report for the 2022 Beers at the Bridge Series and said that although there were still a few outstanding sponsorships, she provided a comprehensive overview of the revenues and expenses; total event revenue \$78,846 and expenditures \$67,892.58, with a net of \$10,953.42.

Stichman said the BATB committee met in October to recap the August event and to discuss plans for the 2023 concert series, keeping in mind that Leonard Field would be under construction and would need a new location. There was committee consensus to consider moving the event to Legacy Park for the next year and move it back to Leonard Field for 2024.

There was brief discussion among DDA members and DDA Director regarding the logistics of the move; fence in areas, kids play area, vendor locations.

Moved by Norman, supported by Knapp, to authorize the DDA Director to work with the BATB committee to move the location of the 2023 BATB Concert Series to Legacy Park. Motion carried.

### **I. REPORTS AND COMMUNICATIONS**

#### **a. DDA Financial Report, October 31, 2022**

Stichman referred to the financial outline and mentioned a few main points: payment from the State's Local Government Stabilization Fund, community event expenditures, phone allowance expenditure, office supplies/services, contract services, paying agent fees, and farmers market activity.

#### **b. Director/Staff Reports**

Stichman noted that included in the staff report was an attachment of the Upcoming Winter Events. She said she would be meeting with the ABA and DiscoverAda and plan to invite the businesses to discuss the events and the opportunities in 2023.

Winter Wonderland update - Stichman mentioned previously they were going to shift some of the trees along Ada Drive and were considering the purchase of light pole fixtures instead, but due to the shortage of options, she received a quote from West Michigan Holiday Lighting for 26 landscaping trees for \$3,802 (which was below the light pole fixture purchase).

Stichman provided a brief update on the Train Bridge Mural Project and said they were moving forward with the artist RFP and will receive artist submissions through February, then the design committee will review the submissions and report back to the DDA board.

**VIII. BOARD MEMBER COMMENT - none**

**IX. PUBLIC COMMENT - none**

**X. CLOSED SESSION**

**a. Closed Session to Consider the Purchase or Lease of Real Property**

Moved by Leisman, supported by Frost, to have the DDA Board go into Closed Session to consider the purchase or lease of real property at 8:47 a.m. Motion carried by roll call vote 6-0, with 3 absent.

Moved by Norman, supported by Idema, to move out of closed session and back into open session at 9:20 a.m. Motion carried.

**XI. ADJOURN MEETING**

Moved by Idema, supported by Knapp, to adjourn meeting at 9:21 a.m. Motion carried.

Respectfully submitted:

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Devin Norman, Secretary

rs:eb