

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE DECEMBER 13, 2021, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, December 13, 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, Idema, Leisman, Norman, Wright, VanderWulp

BOARD MEMBERS ABSENT: Harrison, Knapp

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

PUBLIC PRESENT: none

II. APPROVAL OF AGENDA

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

III. APPROVAL OF MINUTES OF THE NOVEMBER 8, 2021 REGULAR MEETING

Moved by Idema, supported by Coe, to approve the minutes as presented. Motion carried.

Norman arrived meeting at 8:02 a.m.

IV. APPROVAL OF PAYABLES

a. Review and Approval of Seyferth PR Invoice for Out-of-Pocket Expenses for Brats & Bonfires

Stichman referred to the invoice received from Seyferth PR for the out-of-pocket expenses, \$12,674.45, for the Brats and Bonfires event on October 8.

Moved by Leisman, supported by Norman, to approve the Seyferth invoice for \$12,674.45. Motion carried.

V. UNFINISHED BUSINESS

a. Review and Approval of Strategic Planning Consultant

Stichman summarized the staff memo and said there were four independent consultants that were local to the West Michigan area. Stichman said that after proposal review and conversations with the consultants, she recommended that Travis Alden from The Right Place could facilitate the strategic process for the DDA.

Stichman shared a brief background on Travis Alden and said that she and Suchy reached out to other Municipal Managers in regards to references and who they used for strategic planning consultants in the past. Stichman spoke highly of the strategic documents and references collected from Lake Odessa and said she felt that was what the DDA was looking to accomplish.

Norman shared that he felt Travis Alden was a good direction to go and mentioned that the strategic process should focus on not just the goals and future of the DDA but how it interplays with the other stakeholders as well.

Moved by Idema, supported by Norman, to approve consultant, Travis Alden of The Right Place, to facilitate the strategic process for the DDA. Motion carried by roll call vote 7-0, with 2 absent.

VI. NEW BUSINESS

a. Review of DDA Board Member Appointments, Effective Jan. 1, 2022

Stichman referred to the letter presented to the Township Board from Supervisor Leisman at the November 22 Board meeting at which time the Township Board unanimously confirmed the appointments of Jeremy Frost and Lindsey Vogl to the Ada Township DDA Board. Their terms will officially start in January.

Stichman said the outgoing members were Ted Wright and Walt VanderWulp and thanked them for their many years of service to the DDA.

Leisman explained the appointment process; a member would get appointed for a 4-year term and then reappointed or new members considered with staggered terms of appointment.

b. Presentation of Certificates of Appreciation to Outgoing DDA Board Members

Bowersox presented Ted and Walt with certificates of appreciation and thanked them for their years of service. Bowersox spoke highly of their cooperation and dedication and said that it was a pleasure working with both of them.

c. Requests for 2022-2028 Capital Improvement Projects

Stichman said she was working on submitting capital project request worksheets for 2022-2028 to the Township Board and asked the DDA Board for recommendations regarding what future projects she would obtain cost estimates for.

Coe offered a list of items to consider for the next 6 years: facelift of signage, maintenance of sidewalks & lights, new banners/replace, additional battery/charging stations, matching façade grants, marketing & promotion, grant competitions, and partnerships.

There was Board discussion about overall capital budget items within the DDA function: addition of charging stations, parking lot and parking lot maintenance and whether to earmark monies specifically for parking, maintain railroad trussel/landscaping (possible mural), and sidewalk repairs.

Stichman confirmed that the DDA last year budgeted for marketing and promotion as well as benches and trash receptacles, which should be purchased before the end of the fiscal year.

Leisman summarized the process of the capital budget was that staff would take what the DDA discussed and develop a capital budget to bring back to the DDA for finalization.

VII. REPORTS AND COMMUNICATIONS

a. Brats & Bonfires Recap

Stichman gave a recap of the event held on October 8th and said there were 601 people in attendance, and considering the weather that day, she was very pleased with the turnout. The total revenue was \$13,467, which exceeded the goal of 66% sponsorship dollars compared to 2019. Total expenses were \$16,504.35, which included Seyferth's out-of-pocket costs of \$12,674.45. The DDA incurred a deficit of \$3,037.35 for the event.

Stichman said that Amway's contribution was for Seyferth's promotion and event coordination which she believed was approximately \$9000. She continued to share the breakdown of all costs and said that Amway had an interest to continue helping with the promotion and strategic thinking about the event, but would no longer be supporting staff from Seyferth.

Norman concluded that Stichman did a nice job on the event and said that the event was the type of thing the DDA should be supporting.

b. DDA Financial Report, November 30, 2021

Stichman stated that there was no significant activity in November other than Farmers Market and the Beers at the Bridge and Brats & Bonfires events.

Leisman asked if there were any limits on the local community stabilization funds that the Township received. Suchy said the local stabilization was basically the personal property tax replacement and there was no restriction on what that could be spent for.

c. Director/Staff Report

Stichman said that at the November meeting the DDA expressed interest in reviewing the parking study, but with the two outgoing members and two new members joining in January, she was going to hold off on that review until the new year.

Suchy gave a brief update on the connectivity of trail from 3 Mile Road to Chief Hazy Cloud on Pettis Avenue that will connect to the rest of the trail network on the north side of the Township, as well as other connections in the future.

VIII. BOARD MEMBER COMMENT

VanderWulp thanked the DDA Board for the 10 years as a member.

Idema asked for updates on the Planning Department report included in the packet. Said gave updates on many projects including the 7500 East Fulton project, as well as the conceptual future plan of Block C, that would be considered as part of the Township Comprehensive Plan review.

Norman left meeting at 8:57 a.m.

There was additional Board discussion regarding parking, and/or lack of parking, and possibilities for additional parking that the DDA might be able to purchase.

VanderWulp left meeting at 9:01 a.m.

IX. PUBLIC COMMENT

Stichman informed that she was contacted by ABC 13 on Your Side, and they would be doing a day-tripping feature of Ada Township. Stichman said they would be talking about Ada in a broad sense; the trails, the farm that does goat yoga, some of the restaurants, and featuring other activities in Ada.

X. ADJOURN MEETING

Bowersox adjourned meeting at 9:19 a.m.

Respectfully submitted:

Devin Norman, Secretary

rs:eb