



ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS
MONDAY, MARCH 10, 2025, MEETING, 8:00 A.M.
ASSEMBLY ROOM, ADA TOWNSHIP OFFICES
7330 THORNAPPLE RIVER DR SE, ADA, MI

AGENDA

- I. CALL TO ORDER/ROLL CALL
- II. APPROVAL OF AGENDA
- III. APPROVAL OF MINUTES OF FEBRUARY 10, 2025, REGULAR MEETING
- IV. APPROVAL OF MINUTES OF FEBRUARY 19, 2025 SPECIAL WORK SESSION
- V. UNFINISHED BUSINESS
 - a. None
- VI. NEW BUSINESS
 - a. Tinsel, Treats, and Trolleys Partnership Proposal (ABA)
 - i. Jon Conkling and Kim Rantala
 - b. Beers at the Bridge Date Reduction Request
 - c. Review and Discuss Proposed 2025-2026 Fiscal Year Budget Draft #3
 - d. Farmers Market Consulting Proposal
 - i. DDA Director and Tara Heerspink
 - e. DDA Meeting Date Change Proposal
- VII. REPORTS AND COMMUNICATIONS
 - a. Social District Resolution 022425-2
 - b. Farmers Market Manager Report – Raquel Valverde
 - c. DDA Director Report
 - d. DDA Financial Report, February 28, 2025
 - e. Township Department Head Staff Reports
- VIII. BOARD MEMBER COMMENT
- IX. PUBLIC COMMENT



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF FEBRUARY 10, 2025, REGULAR MEETING, 8:00 A.M.**

DRAFT

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, February 10, 2025, 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 Knapp.

BOARD MEMBERS PRESENT: Coe, Frost, Harrison, Idema, Knapp, Korth, Turan, Vogl

BOARD MEMBERS ABSENT: Cloutier

STAFF AND OFFICIALS PRESENT: Austin, Buckley, Said, Suchy, Treasurer Moran, Chief Murray, BFG Director Brinks, Farmers Market Coordinator Valverde

PUBLIC PRESENT: 2 members of the public

II. APPROVAL OF AGENDA

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

III. APPROVAL OF MINUTES OF JANUARY 13, 2025, REGULAR MEETING

Moved by Harrison, supported by Turan, to approve the January 13, 2025, Regular Meeting minutes. Motion carried.

IV. APPROVAL OF MINUTES OF JANUARY 15, 2025, SPECIAL WORK SESSION

DDA Director Austin pointed out that the numbering of agenda items were out of sync. It was moved by Vogl, supported by Idema, to amend the roman numerals in the January 15, 2025, Special Work Session minutes. Moved by Vogl, supported by Idema, to approve the amended January 15, 2025, Special Work Session minutes. Motion carried.

V. APPROVAL OF PAYABLES - none

VI. UNFINISHED BUSINESS - none

VII. NEW BUSINESS

a. Tree Risk Assessment

Austin updated that due to past incidents of some of the older mature trees dropping limbs and tree debris, BFG Director Brinks obtained Tree Risk Assessment quotes to help evaluate some of the concerns. Austin explained that a Tree Risk Assessment helps identify any structural issues or diseases that could lead to branches falling or even a tree toppling over, which could cause injury to pedestrians, cyclists, or

vehicles. He referred to the pictures shared in Brinks staff memo and said they have assessed there are about 300 trees in the right of way in the village area. The reports provided in the risk assessment can help the township prioritize higher risk trees for maintenance/pruning which could reduce or prevent larger scale damage events.

Austin went over the three types of Tree Risk Assessment; Tiers 1, 2, & 3. Referring to the quotes provided from three vendors and the prior work experience with Bartlett Tree Experts, Austin requested the DDA discuss and evaluate one of two options:

1. Ask for a Tier 2 Tree Risk Assessment for all 300 downtown trees. By doing this option, we will have a status of all the downtown trees with a database to inform future decisions.
2. Ask for a Tree Risk assessment for only the mature trees on Bronson Street. This is due highly to the number to limbs falling from the Bronson Street Trees and the sheer size and maturity of the trees.

Austin concluded that based on experience and past work performed, Staff recommend Bartlett Tree Experts for the professional service of a Tree Risk Assessment for \$5,475.00 with option 1.

There was DDA discussion about utilizing the data from REGIS software for geolocate tracking (transfer of data from Bartlett Tree to REGIS), timeframe of project (immediate or in the spring), setting aside funds in the new budget, and overall DDA concerns for the maintenance of the trees for safety purposes.

Austin will confirm additional information (project timeframe and data transfer) from Bartlett Tree Experts and update the DDA.

Moved by Korth, supported by Vogl, to approve Bartlett Tree Experts for the professional service of a Tree Risk Assessment for \$5,475.00 with option 1 (Tier 2 for all 300 trees), without the software component. Motion carried.

b. Connecting Community Campaign Contribution Request

Township Manager Suchy spoke on behalf of the Connecting Community Campaign. He made note he presented an outline of what the project envisioned to the DDA about six months ago. Suchy explained the history of the campaign. He said originally the two lots at the end of River Street were planned to be redeveloped as homes, but a donor came forward and was interested in preserving that land as park space. Suchy approached the Township about working on a larger plan to reimagine the park/reimagine the riverfront and created the Connecting Community in Ada Campaign. The goal of the campaign was to raise \$6.4 million dollars.

Suchy went over the details of the project referring to images/renderings/site plan layout and listed all of its amenities from the north side to the south side of the park; Veterans Memorial (working with Historical Society), dog park, splash pads, pickle ball courts, kayak launch, playground structure, seating areas and restrooms, adding parking spaces, maintenance/stability building up the bank work along the river, and so much more.

Suchy provided a copy of the cost estimates breakdown; Covered Bridge Park, HAWK pedestrian signal, Bridge (by others), Kayak Launch, and Trail (by others) totaling Ada Park Masterplan of \$6,641,973.

Suchy said the project has currently been engineered to 30% design and staff are working with Progressive Companies on updating cost estimates and receiving a proposal for the final design to take the project out to bid this year.

Suchy said he is requesting DDA board consideration for a pledge towards the Connecting Community Campaign of \$75,000 per year for three years – a total of \$225,000. This is a signature project in Downtown Ada that will improve the quality of life for residents and visitors and serve as an attraction to downtown. This project aligns with DDA boards goals of creating a vibrant downtown and increasing parking supply in the downtown district.

There was DDA discussion (with Suchy/Staff) regarding park location and floodplain concerns, the size of lot area for specific amenities, ways to do effective fundraising through DDA events, donor opportunities for the components needed (tables, benches, trash receptacles), identified ways of sharing information with the public/advertising for pledges, and following discussion about determining financial obligations/capacities within the new budget, the DDA members concurred in support of the project.

Moved by Idema, supported by Vogl, to approve the DDA pledge to the Connecting Community in Ada Campaign in the amount of 225,000 over a period of three years (\$75,000 per year), with the pledge amount to be reviewed by DDA each year. Motion carried.

c. Review and Discuss Proposed 2025-2026 Fiscal Year Budget Draft #2

Austin referred to the proposed second draft of the budget included in the packet. He went over some of the changes from first draft to the second draft; Revenues: TIF, DDA Millage, Special Events, with Revenues total of \$1,045,765; Expenditures: Connecting Community Campaign, Contract Services, Marketing/Promotion, Maintenance Repair, Improvements, and Community Events, with Expenditures total of \$1,011,605; Net of Revenues of \$34,160.

Harrison asked whether or not the DDA fund balance is invested. Suchy informed that Treasurer Moran works to make sure he is maximizing your return in a safe way (with cash flow that is adequate and maximizing our yield when opportunity to do so). Frost inquired about the amount budgeted for trash receptacles and benches to be sure of an adequate amount distributed throughout the village.

VIII. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, January 31, 2025

Austin noted the new format for the financial report that was preferred by the DDA. Austin added a note to the report that we have started to acquire the DDA Millage and we have actually received about \$76,000 and taxes are due February 14th.

b. Farmers Market Manager Report – Raquel Valverde

Valverde updated that she completed and submitted the application to implement SNAP (Supplemental Nutrition Assistance Program) at the market. Once the SNAP application is approved, they can apply for Double Up Food Bucks program. This program is especially beneficial at farmers markets because it helps increase access to fresh and locally grown food.

Valverde said the committee met on January 21st and covered topics: an update on the marketing workshop, EBT application process, and vendor application packets. The updated application packet includes a mission statement, market hours (changed to 9A-1P), a single full-season structure, enforcement rules, and a vendor responsibilities section. Following the review and approval of the application packets, vendor applications were sent out to all returning vendors and will open up public applications on February 28th via the website and social media.

Valverde said she began the Farmers Market Manager Certification program, which includes a combination of a conference and webinars covering essential topics in farmers market management. She will complete

the course on February 12th and feels she will be better prepared to implement strategies that support vendors, improve market accessibility, and ensure the market operates smoothly while adhering to regulations.

Valverde made note that the social media consultant contract concludes with Tara Heerspink on February 11th but she will collaborate with her again in April and May to help execute some marketing goals like organizing school visits, engage with preschools and retirement homes, and initiating partnerships within the local community.

c. Township Department Head Staff Reports

Austin summarized his Director Report for February 10, 2025, as included in the packet.

IX. BOARD MEMBER COMMENT - none

X. PUBLIC COMMENT

Austin informed the DDA that Travis Alden, The Right Place, is going through a job transition right now, however, he is committed towards guiding the DDA through the Strategic Planning Work Session. Travis is currently working on the survey that we will be disbursing to all the stakeholders. Austin noted the third work session the DDA will work through on their own, as Travis will have transitioned by then.

XI. ADJOURN MEETING

Moved by Idema, supported by Turan, to adjourn the meeting at 9:39 a.m. Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
MINUTES OF FEBRUARY 19, 2025, SPECIAL WORK SESSION, 8:30 A.M.**

DRAFT

A Special Work Session of the Ada Township Downtown Development Authority (DDA) was held on Wednesday, February 19, 2025, at 8:30 a.m. at the Amy Van Anandel Library, Community Room #2, 7215 Headley St SE, Ada, MI.

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:32 a.m. by Chair Knapp.

BOARD MEMBERS PRESENT: Cloutier, Harrison, Idema, Knapp, Frost, Vogl, Korth, Coe (8:34am), Turan (8:34am)

BOARD MEMBERS ABSENT: None

STAFF AND OFFICIALS PRESENT: Austin, Said, Suchy, Treasurer Moran, Valverde, Wildes

PUBLIC PRESENT: Kim Rantala (ABA), Liz Haan (DiscoverAda)

II. APPROVAL OF AGENDA

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

III. UNFINISHED BUSINESS - none

IV. NEW BUSINESS

a. Goals & Objectives Work session #2

Travis Alden, facilitator from The Right Place, started the discussion with a brief overview of the work completed at the last work session involving Objective 3 Beautification and Placemaking. He stated that if there are no additions to this Objective, then he will consider it complete and move on to the Survey Results. In discussing the survey question on reducing DDA activities, Travis noted that there was a good mixture of responses, with some noting that the DDA should reduce coordination and management of events, while many responses approved of the work and activities currently performed by the DDA and township staff. It was noted in survey responses that a Buy/Shop Local campaign was researched and approved last year but was never implemented and that should be a priority of the DDA for this year. This falls in line with the Objective 2 Align and Optimize Promotional Activities.

Kim Rantala advised that she has lots of communication with the local businesses and noted that some businesses are struggling with attracting customers and improving foot traffic despite the growth and vibrancy of the downtown area. She noted that a Support Local Campaign has the ability to positively impact this issue.

Liz Haan stated that they have discovered from their data analysis that Ada Residents do not seem to be frequenting many local businesses as much as they did previously and that a Shop Local campaign, which Discover Ada can assist with, is a positive adjustment towards increasing the use of the downtown by the residents of the township. Liz Haan also noted that for events that Discover and DDA collaborate on, there should be improved early decision making on critical event aspects or features. She believes last minute decision caused friction and stress for collaborators. She understands that municipal decision-making does require added over-sight and longer reaction times, however, she believes this could be improved.

Kim Rantala noted that some of the issue that may have arisen last year could be mitigated by

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understanding the “bandwidth” of the DDA Director’s position, so as not to over burden the staff to the point where events and projects are negatively affected.

The DDA board acknowledged that they would like to improve/optimize the events and services that are undertaken, compared to implementing multiple sub-par initiatives or events.

Jermey Frost noted that it would be useful to relate memo items and proposal that are received by the DDA, to our specific goals and objectives, to ensure that we stay on mission and on steer towards objectives.

Shelley Cloutier noted that it would be beneficial if the DDA could capitalize on increased exposure and notoriety of the downtown t eventually move towards only permitting and approving events in our DDA spaces instead of actively managing them.

Julius Suchy noted that there has been a lot of comments from stakeholders about the frequency and quantity of events within the downtown and that it may not be as desirable to actively encourage additional event use within the district. He noted that in discussion about Beers at the Bridge (BATB), it is important to note what type of event this is, which has typically been a purpose of providing a celebration or “community party” rather than a commercial or financially driven event. He stated that a lot has changed in the 10 years that BATB has been around and that we should be conscious of that and ensure we continue to evaluate the desire for modifications to the event by all stakeholders.

Kim Rantala noted that there is often collaboration between the entities on events which involves participation on committees, however, ABA or Discover Ada have not been invited to serve on the BATB committee despite it being one of the larger events within the district.

The DDA Board acknowledged that the ABA and Discover Ada should be invited to participate on the BATB committee and that it will foster good collaboration on the event to have them there.

Travis noted that Objective 1 appears to remain relevant to continued operations for the DDA and that he will not modify the language of that objective unless the DDA would like to recommend a revision. Travis further noted that Objective 4 Public Improvement and Maintenance also appears to remain relevant, however, additions could be made to specify projects or initiatives.

There was much discussion regarding parking inventory increases and the desire to improve supply, however, many board members noted that the township and DDA is looking for incremental ways to continue to improve this issue, including investing in a parking plan which is budgeted for this next fiscal year.

DDA Director Austin noted that we should also continue to be intentional about pedestrian infrastructure improvements to ensure that the district retains and increases its walkability and consequently its vibrancy.

The DDA board supported this revision to this objective.

V. BOARD MEMBER COMMENT - None

VI. PUBLIC COMMENT - None

VII. ADJOURN MEETING

DRAFT

Moved by Harrison, supported by Vogel, to adjourn the meeting at 10:54 a.m. Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb

2025 Strategic Partnership Proposal: DDA/ABA

Presented by **aba**
ada business association

Overview



Who we are:

The Ada Business Association (ABA) is a non-profit organization, focused on actively supporting businesses in the Ada Community.

What we do:

The ABA fosters business development and growth to create a thriving community.

How we do it:

The ABA helps its members connect, learn, collaborate, and grow through member engagement in community activities and experiences.

Community Events



Ada/Forest Hills Extravaganza:

The Extravaganza highlights businesses, products and services available in the local area, while offering great entertainment and engaging activities for the entire family!

Pumpkin Prowl:

Ada's biggest family-friendly Halloween event of the year connecting businesses with the community.

Tinsel, Treats & Trolleys:

The ABA's largest event kicking off the holidays in West Michigan.

Ada/Forest Hills Extravaganza

March 8, 2025

Event Overview:

- Located at the Ada Christian School
- FREE to the public
- Business vendors, performances, activities, and more.

Event Metrics:

- 1000 attendees
- 94 businesses

Pumpkin Prowl

October 24, 2025

Event Overview:

- Located on River Street
- FREE to the public
- Business vendors, performances, activities, and more.

Event Metrics:

- 5000 attendees
- 106 businesses

Tinsel, Treats & Trolleys (T3)

December 5, 2025

Event Overview:

- Village-wide event
- FREE to the public
- Holiday points of interest, performances, activities, and more.

Event Metrics:

- 9000 attendees
- 112 businesses

Member Events



Monthly Member Lunch & Learn:

The ABA hosts a monthly meeting where members can network, enjoy a meal, and engage in an informative presentation to empower business owners with the tools and resources needed to succeed. 522 attended.

ABA Happy Hours:

These connect ABA members together in an informal setting to socialize and build connections. 281 attended.

Ribbon Cuttings:

The ABA facilitates ribbons cuttings for new businesses to welcome them to the community. 14 in 2024.

Growth (2021 - 2025)



ABA Board:

The board have grown from 7 members in 2021 to 10 in 2025. We have the capacity for 11 members.

Membership:

Our membership has grown from 112 in 2021 to 260 at the start of 2025.

Exhanced Collaboration



Looking to the future:

As Ada continues to grow and thrive in vibrancy and community attraction, community stakeholders must find new ways to serve the community and businesses.

The ABA sees a great opportunity to work in collaboration with the DDA to achieve this goal.

Collaboration Opportunities

Requests:

- “Title sponsorship” of Tinsel, Treats & Trolleys (\$10,000).
Past “bridge sponsorship” has been \$2,500.
- Ability to use Placer AI to understand participation of ABA events and related business activities.
- Use new Class 3 road barriers to enhance crowd safety across events plus use of walkies for event staff communications.

T3 Event Features

- Bridge Lighting to kick off the event
- Trolleys running village-wide w/Celebrity Conductors
- Festival of Trees: 50 decorated/lighted trees sponsored by local businesses and organizations. *All December long.
- Santa's Village: 14 vendors, FREE photos with Santa, the "Elf Clubhouse" and more.
- Library: Visit the Sled Dogs PLUS Used Book Sale
- History Center: Live Reindeer PLUS Story time with Mrs. Claus.
- Gravel Bottom: DJ Dance Party

T3 Community Engagement

- 30+ brick-and-mortar businesses hosted activities for families
 - Live Holiday Characters
 - Lego Trolley building activity
 - Scavenger Hunt
 - Holiday-themed refreshments and treats
 - Ornament-making
 - Performances
 - Giveaways

Additional Opportunities

Exploratory Topics:

- Committee seat for Beers at the Bridge. The DDA has held seats on ABA committees for positive collaboration.
- Collaborating in securing new businesses to Ada. Ongoing conversation for how to entice new businesses to choose Ada.

Thank you



We greatly appreciate your consideration and look forward to working with the DDA!





MEMORANDUM

Date: 03/04/25

TO: Downtown Development Authority Board Members
FROM: Kevin Austin, DDA Director
RE: Sponsorship of the Ada Business Association's Tinsel, Treats, and Trolleys

Purpose:

This memorandum is presented to supplement the request from the Ada Business Association (ABA) for an increased funding contribution for the community event "Tinsel, Treats, and Trolleys," as well as improved collaboration with the DDA for the use of visitation analytics through Placer AI, traffic barrier equipment, and electronic communication equipment. The ABA seeks an increase in the funding from the \$2,500 contribution provided in previous years to the "Title Sponsorship" level of \$10,000, to better support the growing scale and success of this annual event.

Background:

"Tinsel Treats and Trolleys" is a popular event organized by the Ada Business Association, designed to bring together local businesses and residents during the holiday season. The Township collaborates with the ABA to facilitate the covered bridge lighting that kicks off this event every year. The event has garnered increasing participation and attention in recent years. In response to growing costs, the Ada Business Association has formally requested that the DDA consider increasing its funding contribution for the 2025 event.

Financial Capacity:

The DDA has the financial capacity to consider increasing its contribution for "Tinsel Treats and Trolleys," given recent adjustments to the DDA budget. Specifically, the elimination of the following community events and programs has freed up additional funding in comparison to event outlays last year:

1. Elimination of the "Brats and Bonfires" Event within the Fall Festival:

- The "Brats and Bonfires" event, which received a \$3,000 contribution in 2024, will not be held in 2025.

2. Conclusion of the "Progressive Tastings" Programing:

- The "Progressive Tastings" program had a significant budget outlay of \$16,900 in 2024, however, this program will no longer be part of the FY2025-26 budget.

As a result, the DDA has the financial capacity to accommodate an increased contribution to the "Tinsel Treats and Trolleys" event without impacting other programs or services, if the board finds that the event continues to identify with DDA objectives and goals.

Additional Requests from ABA:

1. **Collaboration with Placer AI (Visitation Analytics Platform):**

The ABA has requested improved collaboration with the DDA in utilizing Placer AI, a visitation analytics platform, to better track and understand visitor traffic during the event. The data provided by Placer AI would help the ABA and the DDA assess the event's impact on local businesses and make data-driven decisions for events.

2. **Use of Traffic Barrier Equipment and communications equipment:**

Additionally, the ABA requests the use of traffic barrier equipment from the DDA to help ensure the safety and smooth flow of pedestrian and vehicle traffic during the event. The barriers would assist in creating safe spaces for attendees, while also providing clear separation between the event and regular downtown traffic. "Walkie-Talkies" can provide more effective coordination on the day of event and improve safety and security measures.

Alignment with DDA Goals and Objectives:

This request appears to align with **Objective 2: Align and Optimize Promotional Activities** of the DDA's objectives and goals. By supporting the growth of "Tinsel Treats and Trolleys," the DDA would be contributing to the promotion of the downtown area and supporting local businesses. The data from Placer AI would provide the necessary insights to optimize future promotional activities, while the event itself serves as an effective tool for driving foot traffic and promoting the downtown district during the holiday season.

Conclusion:

The request from the Ada Business Association to increase funding for "Tinsel Treats and Trolleys," along with the request for enhanced collaboration through Placer AI and the use of traffic barriers and communications equipment, presents an opportunity to further elevate the event and its positive impact on the downtown area. The DDA Board is encouraged to review and deliberate on this request, weighing the potential benefits for the community and local businesses, as well as the available financial resources.

Recommendation:

Staff is supportive of increasing DDA sponsorship towards "Tinsel, Treats, and Trolleys" for the 2025 event. The DDA should deliberate on the amount which they would like to increase funding, and it will be reflected in the final budget draft for FY25-26.

Requested Motion: Motion to approve sponsorship of the ABA's Tinsel, Treats, and Trolleys in the amount of

_____.



MEMORANDUM

Date: 03/03/25

TO: Downtown Development Authority Board Members
FROM: Kevin Austin, DDA Director
RE: Consider Potential Reduction in BATB 2025 Concert Series

Purpose:

This memorandum serves to inform the Downtown Development Authority (DDA) Board that a formal request from community stakeholders has been made to modify the standard operations for our Beers at The Bridge (BATB) Concert Series to better accommodate the growth and activity of our downtown district. It has been requested that the DDA consider reducing the number of event dates by one, holding two total dates this year. It is further requested that the DDA remain open to conversations about removing physical barriers in the forthcoming 2026 BATB event season, and that collaboration is improved to better incorporate the neighboring businesses into the event operation.

Background:

Following the conclusion of the 2024 Beers at The Bridge event season, representatives from both Baton Collective and the Ada Business Association expressed that there is growing interest in conducting an evaluation on the total event activity within the downtown district to consider the impact on the businesses and the village as a whole. It has been expressed that the current and growing slate of events may begin to create some negative externalities within the downtown district as it relates to patron traffic, commercial disruption, and safety. Stakeholders have begun adjusting their approach to their event series including eliminating Fall Festival and modifying the marketing strategy for existing events to focus less on increasing attendance.

As the built environment of the downtown district continues to grow and become operational with new businesses, the functional demands on the public and private spaces will increase as well. Business and development representatives have noted that the commercial stretch along River Street is entering its first season having been relatively built-out and operational, with many remnants of construction operations being removed. This provides businesses and the township with the opportunity to establish the functional baseline of this location throughout the more active season. Stakeholders have noted that the events previously and currently slated to be conducted in the area create 7 total road closures and disruptions, with the township events accounting for 4 of the 7 (BATB and 4th of July). Representatives express that the challenges posed by these events and closures include parking availability and temporary reductions to the flow of customers. The summer months are typically a busier period for local businesses, and the stakeholders feels that reducing the

number of events could better align with the commercial needs of the area, supporting a more balanced approach to public programming and economic growth.

The DDA board has previously discussed potential modifications to this event including the removal of physical fencing barriers, however, it was noted that we are restricted by MLCC regulations from doing so if the DDA intends on keeping alcohol sales as a function of the event. It was noted that the alcohol sales that are coordinated by the township are fundamental to the character of the event both now and throughout its ten years. The DDA discussed that the nature and purpose of the event had been primarily for the benefit of the community as a placemaking function which also serves the purpose of promoting our community to visitors. Our current and revised strategic objectives include the aligning and optimization of promotional activities. We stipulate that the DDA should seek to spearhead cross-organizational coordination with constant evaluation on desired impacts on the district. In an effort to continue to align our activities, the DDA should consider the requested modification to the BATB event series.

BATB Committee Correspondence:

The BATB committee did have the opportunity to discuss this request prior to it being presented to the DDA. Acknowledging the concerns and opinions of the stakeholders, the committee felt that **it would be feasible to reduce the BATB concert Series to 2 dates by eliminating the currently scheduled July 18, 2025, date.** Feedback from current staff and some board members indicate that the July date has historically drawn fewer attendees, likely given the high number of community members who travel or spend weekends in other parts of the state during this time of the summer.

A reduction in the number of BATB dates would allow us the opportunity to reallocate resources to improve the two dates to ensure this staple event continues to provide the value to the community that it has in the past. The DDA could re-orient this event to serve as valuable “bookends” to the summer, with a vibrant celebration in June and August. The DDA should also evaluate deliberate modifications to better incorporate the businesses into the event such as reducing or eliminating grub sponsorships fees for those food providers within the downtown district who would like to participate within the event space.

Financial Impact:

BATB is not intended to be a revenue generating event and develops a financial plan to break-even. According to Revenue and Expense reports for the BATB 2024 events, the DDA spent roughly \$58,286.26 on the two June and July event dates last year and was forced to cancel the third event due to weather.

- Total Revenues in 2024 were \$69,549.00
 - Sponsorship receipts in 2024 totaled \$38,000.
 - Beer sales and merchandise totaled roughly \$37,165 for two dates.
 - The impact of removing 1 date would be a predictable 1/3 reduction to total Beer Sales and Merchandise.
 - If the third BATB date sold the average amount of beer and merchandise compared to the first 2 dates, then eliminating 1 date would reduce revenues by roughly \$18,582.50.

- Sponsorship levels should consequently be reduced to reflect the reduction of 1 event date, however the specific value that is appropriate to reduce the separate sponsor levels would be dependent on the portion of the event that the DDA finds appropriate to be supported by sponsors.
 - The total sponsorship receipts after a 1/3 reduction to 2024 average sponsor receipts would equal roughly \$25,346 for 2 events.
- Total estimated expenditures per event in 2024 was \$25,252.73.
 - Total actual expenditures for the two events were \$58,286.26.
 - Many expenditures are operational expenses that would have a direct reduction in cost due to the minimization of an additional date, such as: Sound Management, Tents, Portable Bathrooms, etc.
 - Based on 2024 estimates, removing 1 date would result in a reduction of roughly \$25,252 in expenses.

A 1/3 reduction to overall revenues and expenses can be adjusted simply, however, if the DDA would like to improve the quality of the two events, then re-allocation of resources and a discussion on sponsorship levels should occur. In the first year of moving to 2 dates, the DDA can utilize the BATB Fund (\$100,000) to cover any shortfalls that might be experienced due to the change.

Conclusion:

The request to reduce the BATB concert series from three events to two is based on concerns raised by stakeholders and community partners regarding the impact on nearby businesses and the commercial district. The DDA Board is encouraged to review this request thoughtfully, considering the perspectives of all relevant parties, and evaluate the requested modification, which seeks to balance community tradition with the continued vitality of downtown businesses.

Recommendation:

Staff recommend that the DDA board consider removing the July BATB concert date. If it is acceptable to the Board then the DDA Director should be instructed to revise the current BATB plan, budget, and materials to re-allocate resources to improve the remaining BATB dates.

Recommended Motion: Motion to reduce the BATB concert series to a total of 2 dates from the original three dates, by eliminating the July 18 BATB date.



MEMORANDUM

Date: 03/05/25

TO: Ada Township DDA Board
FROM: Kevin Austin, DDA Director
RE: Review and Discuss Proposed 2025-2026 Fiscal Year Budget Draft

Background:

Attached is the proposed budget for the DDA for the 2025-26 fiscal year, beginning April 1, 2025. This budget is a third draft and will be revised based on feedback from the DDA Board. Once approved, this budget will be provided to Township Manager Suchy to be presented to the Township Board at the March 24, 2025 meeting date. This draft may still be revised based on DDA feedback and revisions will be included in the approved draft sent to the TB.

Revenues

- Revenue projections shown are conservative.
- TIF revenue (Taxes: DDA AD VAL) is projected at \$296,390 for FY25-26. The initial draft budget projected \$260,000. The township assessor continues to provide more accurate estimates of this value as data allows.
- DDA Millage revenue is projected at \$500,000, which is an increase from \$485,000 from the initial draft. FY24-25 the adopted budget was \$375,000. The township assessor continues to provide more accurate estimates of this value as data allows.

Estimated Revenues total \$1,045,765.00

Expenditures

- Fall Festival has since been removed from the event line-up by Discover Ada so the \$3,000 outlay has been removed from expenditures.
- This draft notes a potential increase in the DDA's "Tinsel Treats and Trolleys", however exact amounts are subject to approval by the DDA.
- An increase of \$5,000 was added to the Operating Supplies and Equipment, in response to BATB committee discussion regarding the potential acquisition of Point of Sale systems for ticket processing.
- An additional \$250 was allocated to the Farmers Market Operating Supplies and Services for the potential acquisition of two additional market canopies.
- An additional \$30,000 was added to Improvements to bring the streetscape fixture allocation back up to the previous years \$70,000 allocation. Based on review of materials from the previous streetscape furniture evaluation, and timing of the fiscal year, it was necessary to ensure that adequate funds were allocated to account for acquisition and installation within the next fiscal year.
- Community Events' total budget request is \$122,500. This is the total of all DDA event allocations. There continues to be discussions with event collaborators/organizers on these events which may impact budget outlays, however, the current draft is proposed with respect to previous and projected activity.

- Should the DDA choose to approve removing one BATB date, I will revise the Revenue and Expenditure allocation for BATB, to budget funds appropriate with the direction the DDA would like to take on the remaining two dates. Based on last year's single event budget, this would be a reduction of roughly \$25,252. However, if the DDA chooses to enhance the remaining dates, then these funds would be partially redistributed to items within the other two dates. The DDA can utilize the BATB Fund (\$100,000) to cover any shortfalls that might be experienced due to the change.

Expenditures total \$1,043,121.00

Net of Revenues: \$2,644.00

BUDGET ADOPTION CALENDAR:

Below are keys dates adopted by the Township Board resolution that establishes the calendar for adoption of the Township budget:

Adopt General Appropriations Budgets by Resolution for FY 2025/2026: Monday, March 24, 2025 - 7 PM

Fiscal Year 2024/2025 ends Monday, March 31, 2025

Fiscal Year 2025/2026 begins Tuesday, April 1, 2025

Recommendation:

Staff supports the draft budget that is being presented. It is understood that there are agenda items at the 3/10/25 meeting that precede this Budget Draft Memo that will have an impact on appropriations. The DDA Board may approve the presented budget with necessary revisions to be made by the DDA Director, based on actions taken on agenda items

Requested Motion: To approve the FY 25-26 DDA Fund Budget and 2025-31 Capital Improvements with necessary revisions to be made by the DDA Director, and recommend approval by the Township Board.

March 05, 2025

**CAPITAL IMPROVEMENT PROJECTS
DDA FUND - 248**

PROJECT TITLE	FY 25-26	FY 26-27	FY 27-28	FY 28-29	FY 29-30	FY 30-31
Village Gateway Signs		\$27,000	\$27,000			
Village Streetscape Fixtures	\$70,000					
DDA District Wayfinding Signage		\$15,000				
Village Sidewalk Replacement		\$41,400		\$41,400		\$41,400
Irrigation Repair: Ada Dr: Bronson - Thorn	\$140,000					
TOTALS:	\$210,000	\$83,400	\$27,000	\$41,400		\$41,400
CUMULATIVE TOTAL BY YEAR:	\$210,000	\$293,400	\$320,400	\$361,800	\$361,800	\$403,200

FY 2025-2026 BUDGET - PUBLIC HEARING DRAFT
 MARCH 10, 2025
 Calculations as of 02/28/2025

GL NUMBER	DESCRIPTION	2022-23 ACTIVITY	2023-24 ACTIVITY	2024-25 ORIGINAL BUDGET	2024-25 ACTIVITY THRU 02/28/25	2025-26 REQUESTED BUDGET
ESTIMATED REVENUES						
Dept 000.000						
248-000.000-401.405	TAXES: DDA AD VAL	124,134	176,985	254,000	273,389	296,390
248-000.000-401.406	TAXES: DDA IFT		21,626			20,375
248-000.000-665.000	INTEREST REVENUE	6,201	17,932	7,000	8,873	9,000
Totals for dept 000.000 -		130,335	216,543	261,000	282,262	325,765
Dept 020.000 - TAXES						
248-020.000-406.000	TAXES: DDA MILLAGE	368,694	405,280	375,000	434,478	500,000
248-020.000-437.000	TAXES: IFT	22,386		15,926	16,495	
248-020.000-573.000	LOCAL COMMUNITY SABILIZATION	150,097	127,512	125,000	127,095	125,000
Totals for dept 020.000 - TAXES		541,177	532,792	515,926	578,068	625,000
Dept 026.000 - CONTRIBUTIONS						
248-026.000-654.000	SPECIAL EVENTS RECEIPTS	(200)				
248-026.000-654.001	BEERS AT THE BRIDGE	78,546	90,891	80,000	50,349	80,000
248-026.000-654.008	PROGRESSIVE TASTINGS		347	10,000	3,172	
Totals for dept 026.000 - CONTRIBUTIONS		78,346	91,238	90,000	53,521	80,000
Dept 027.000 - OTHER REVENUE						
248-027.000-694.000	MISC AND OTHER REVENUE	(455)				
Totals for dept 027.000 - OTHER REVENUE		(455)				
Dept 028.000 - FARMER'S MARKET						
248-028.000-675.000	MISC AND OTHER REVENUE		3,213			
248-028.000-675.000-FARMERMARKET	MISC AND OTHER REVENUE		3,950	3,000	6,250	5,000
248-028.000-675.001	REGISTRATIONS				(305)	
248-028.000-675.001-FARMERMARKET	REGISTRATIONS	12,260	8,865	10,000	8,900	10,000
Totals for dept 028.000 - FARMER'S MARKET		12,260	16,028	13,000	14,845	15,000
TOTAL ESTIMATED REVENUES		761,663	856,601	879,926	928,696	1,045,765

FY 2025-2026 BUDGET - PUBLIC HEARING DRAFT
 MARCH 10, 2025
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GL NUMBER	DESCRIPTION	2022-23 ACTIVITY	2023-24 ACTIVITY	2024-25 ORIGINAL BUDGET	2024-25 ACTIVITY THRU 02/28/25	2025-26 REQUESTED BUDGET
APPROPRIATIONS						
Dept 272.000 - GENERAL ADMINISTRATION						
248-272.000-890.001	BEERS AT THE BRIDGE			80,000	60,964	80,000
248-272.000-890.002	WINTER WONDERLAND			29,000	33,150	33,000
248-272.000-890.003	FALL FESTIVAL/BRATS & BONFIRES			3,000	674	
248-272.000-890.004	4TH OF JULY			1,000	2,500	1,000
248-272.000-890.005	SANTA PARADE			1,000	1,000	1,000
248-272.000-890.006	TINSEL, TREATS & TROLLEYS			2,500	2,500	5,000
248-272.000-890.007	MUSIC ON THE LAWN			2,500	2,500	2,500
248-272.000-890.008	PROGRESSIVE TASTINGS		5,695	16,900	8,475	
248-272.000-906.001	COMMUNITY EVENTS	98,392	130,969			
248-272.000-906.002	COMMUNITY SERVICES	25,000	25,000			
248-272.000-959.000 *	CONTRIBUTIONS TO OTHER GOVN'T			10,000	10,000	75,000
Totals for dept 272.000 - GENERAL ADMINISTRATION		123,392	161,664	145,900	121,763	197,500
* NOTES TO BUDGET: DEPARTMENT 272.000 GENERAL ADMINISTRATION						
959.000	CONTRIBUTIONS TO OTHER GOVN'T					
	FOOTNOTE AMOUNTS:					75,000
	CONNECTING COMMUNITY PLEDGE 1 OF 3					
	DEPT '272.000' TOTAL					75,000
Dept 277.000 - DDA OPERATIONS/CONSTRUCTION						
248-277.000-704.000	WAGES	70,398	58,681	76,638	56,744	81,000
248-277.000-704.001	WAGES - SUPPORT	23,855	24,645	28,110	25,655	43,083
248-277.000-704.005	WAGES: OVERTIME			200		
248-277.000-707.001	WAGES - INTERN		3,889	8,800	5,979	9,900
248-277.000-715.000	FICA - TOWNSHIP SHARE	5,715	5,108	6,900	5,235	9,100
248-277.000-716.000	FICA - MEDICARE TWP SHARE	1,314	1,189	1,400	1,258	1,800
248-277.000-719.000	RETIREMENT - EMPLOYER COST	9,032	8,148	10,487	8,440	12,409
248-277.000-719.001	MEDICAL, DENTAL INSURANCE	18,786	17,451	24,000	21,417	23,835
248-277.000-724.000	PHONE ALLOWANCE	949	886	930	854	930
248-277.000-726.000	OFFICE SUPPLIES/SERVICES	1,162			21	
248-277.000-726.000-FARMERMARKET	OFFICE SUPPLIES/SERVICES				37	
248-277.000-740.000	OPERATING SUPPLIES/SERVICES		3,630	3,500	4,618	8,500
248-277.000-740.000-FARMERMARKET	OPERATING SUPPLIES/SERVICES	1,418	1,421	2,500	1,502	6,429
248-277.000-788.000-FARMERMARKET	PROGRAM SUPPLIES/SERVICES			5,500	6,000	2,846
248-277.000-800.000	CONTINUING EDUCATION	708	1,453	2,000	220	2,000
248-277.000-800.000-FARMERMARKET	CONTINUING EDUCATION			350	466	500
248-277.000-801.000 *	CONTRACT SERVICE	36,144	61,176	3,000	18,597	31,000
248-277.000-801.000-FARMERMARKET	CONTRACT SERVICE	10,180	13,283	14,000	13,900	13,000
248-277.000-801.010	LANDSCAPING/BEAUTIFICATION			37,000	41,225	53,000
248-277.000-801.020	I.T. MAINTENANCE			2,000		2,000
248-277.000-801.030	SNOW REMOVAL SERVICES			20,000	12,888	20,000
248-277.000-801.040	MARKETING/PROMOTION			5,000		5,000
248-277.000-820.000	MEMBERSHIP & DUES	125	475	750	650	750
248-277.000-820.000-FARMERMARKET	MEMBERSHIP & DUES		250	250	150	150
248-277.000-821.000	ENGINEERING		4,042	10,000		10,000
248-277.000-828.000	LEGAL SERVICES	2,088	2,597	2,000	1,142	2,000
248-277.000-870.000	MILEAGE & EXPENSES	20	76	750	328	400
248-277.000-870.000-FARMERMARKET	MILEAGE & EXPENSES			50	975	325
248-277.000-927.000 *	MAINTENANCE & REPAIR/IMPROVEMENTS	326	2,495	15,000	11,066	25,000
248-277.000-974.000 *	IMPROVEMENTS	3,000	67,886	122,000	2,851	210,000
248-277.000-974.004	DESIGN DEVELOPMENT CONTRACTOR				775	

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APPROPRIATIONS						
Dept 277.000 - DDA OPERATIONS/CONSTRUCTION						
	Totals for dept 277.000 - DDA OPERATIONS/CONSTRUCTION	185,220	278,781	403,115	242,993	574,957
* NOTES TO BUDGET: DEPARTMENT 277.000 DDA OPERATIONS/CONSTRUCTION						
801.000	CONTRACT SERVICE					
	FOOTNOTE AMOUNTS:					25,000
	PARKING PLAN SHARE (1/2)					
	FOOTNOTE AMOUNTS:					3,675
	PLACER AI (SPLIT W-GF & PARKS)					
	ACCOUNT '801.000' TOTAL					28,675
927.000	MAINTENACE & REPAIR/IMPROVEMENTS					
	FOOTNOTE AMOUNTS:					10,000
	TREE WORK					
	FOOTNOTE AMOUNTS:					10,000
	SIDEWALK GRINDING					
	ACCOUNT '927.000' TOTAL					20,000
974.000	IMPROVEMENTS					
	FOOTNOTE AMOUNTS:					140,000
	ADA DR IRRIGATION REPAIR (BRONSON TO THORNAPPLE RIVER					
	FOOTNOTE AMOUNTS:					70,000
	STREETSCAPE FURNITURE & RECEPTACLES					
	ACCOUNT '974.000' TOTAL					210,000
	DEPT '277.000' TOTAL					258,675
Dept 279.000 - OTHER TOWNSHIP EXPENSES						
248-279.000-719.002	LIFE INSURANCE, OTHERS	1,038	581	1,000	429	1,000
248-279.000-999.000	PAYING AGENT FEES	632	632	650	693	725
	Totals for dept 279.000 - OTHER TOWNSHIP EXPENSES	1,670	1,213	1,650	1,122	1,725
Dept 905.000 - OTHER TOWNSHIP EXPENSES						
248-905.000-991.000 *	BOND PRINCIPAL PAYMENTS	165,250	179,568	184,173	184,000	193,382
248-905.000-993.000 *	BOND INTEREST PAYMENTS	90,728	86,469	81,082	80,567	75,557
	Totals for dept 905.000 - OTHER TOWNSHIP EXPENSES	255,978	266,037	265,255	264,567	268,939
* NOTES TO BUDGET: DEPARTMENT 905.000 OTHER TOWNSHIP EXPENSES						
991.000	BOND PRINCIPAL PAYMENTS					
	FOOTNOTE AMOUNTS:					193,382
	2017 ENVISION ADA GO CAPITAL BOND PRINCIPAL					
993.000	BOND INTEREST PAYMENTS					
	FOOTNOTE AMOUNTS:					75,557
	2017 ENVISION ADA GO CAPITAL BOND INTEREST					
	DEPT '905.000' TOTAL					268,939
TOTAL APPROPRIATIONS		566,260	707,695	815,920	630,445	1,043,121

FY 2025-2026 BUDGET - PUBLIC HEARING DRAFT
 MARCH 10, 2025
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GL NUMBER	DESCRIPTION	2022-23 ACTIVITY	2023-24 ACTIVITY	2024-25 ORIGINAL BUDGET	2024-25 ACTIVITY THRU 02/28/25	2025-26 REQUESTED BUDGET
NET OF REVENUES/APPROPRIATIONS - FUND 248		195,403	148,906	64,006	298,251	2,644
BEGINNING FUND BALANCE		978,246	1,173,650	1,322,555	1,322,555	1,620,806
ENDING FUND BALANCE		1,173,649	1,322,556	1,386,561	1,620,806	1,623,450



MEMORANDUM

Date: 3/5/25

TO: Downtown Development Authority Board Members
FROM: Kevin Austin, DDA Director
RE: Review of the Farmers Market Marketing Plan Consulting Proposal

Purpose:

This memorandum is provided to propose the utilization of Tara Heerspink for a professional strategic community engagement initiative for the Ada Farmers Market (AFM). The mission of this initiative is to enhance community engagement and education about the AFM through community partnerships and collaborative social media campaigns leading up to the opening of the 2025 market season.

Background:

Tara Heerspink has provided excellent service for the Ada Farmers Market (AFM) in the previous year, providing social media consulting during the market season and off-season marketing strategy. The Farmers Market Manager has been highly satisfied with the support and services she has provided, resulting in positive engagement and increased visibility for the market.

Given the success of these past collaborations, we propose that we engage Tara for a **two-month contract** from **April 1st to May 31, 2025**, for a **total amount of \$1,200**. The focus will be on enhancing community engagement and promoting the AFM through strategic community partnerships and engaging social media campaigns as we lead into the 2025 season. Please note that Tara has provided a timeline and detail on the implementation of the strategy she developed during this off-season. This type of initiative is supported by vendors and the Farmer's Market Committee, who expressed that the DDA should invest in methods of increasing exposure and foot traffic.

Scope of Work:

- **Community Partnerships:** Tara will work to strengthen and expand existing partnerships within the community, identifying opportunities for collaboration that will promote AFM's mission and increase awareness.
- **Social Media Campaigns:** She will develop targeted social media campaigns that focus on educating the community about the market, its vendors, and the products it offers, ultimately driving traffic to the market during the season.
- **Content Creation and Strategy:** Tara will work with the Farmer's Market Manager to create engaging and informative content, share updates, and build excitement for the upcoming market season.

Budget and Financials:

- The contract will be **\$600 per month**, consistent with the two previous contracts for Tara's services. The total contract amount will be **\$1,200** for the duration of the proposed two months (April 1 - May 31, 2025).
- The **Ada Farmers Market Budget for Contract Services** for FY 2025-26 has allocated **\$13,000** for such services, and this proposed contract falls well within the allocated budget.

Alignment with DDA Goals:

This proposal aligns with the following objectives in the **DDA's current Goals and Objectives**:

- **Objective 1: Organizational Priorities** – The DDA is furthering its organizational priorities of enhancing communication with DDA constituency, stakeholders, and residents.
- **Objective 2: Align and Optimize Promotional Activities** – This contract will allow the Farmers Market to align efforts with other community stakeholders and improve cohesion while also increasing the perception of the market as a valuable amenity for the community.

Recommendation and Motion:

It is recommended that the DDA Board approve the proposed contract for Tara Heerspink's strategic community engagement services for the Ada Farmers Market for the period of **April 1 to May 31, 2025**, in the amount of **\$1,200**. I believe this will further elevate the Ada Farmers Market's presence in the community and drive greater engagement which will lead to a successful market season and increased community involvement.

Requested Motion: Motion to approve the contract for professional strategic community engagement services for the Ada Farmers Market with Tara Heerspink for the period of April 1, 2025, through May 31, 2025, at a monthly rate of \$600, not to exceed \$1200 over 2 months and authorize the DDA Director to execute the contract with Tara Heerspink.

The Ada Farmers Market (AFM) is excited to launch a strategic community engagement initiative designed to enhance market awareness and cultivate stronger relationships with local businesses and schools. My comprehensive proposal outlines a strategic plan to develop robust community partnerships and execute collaborative social media campaigns in the lead-up to our June opening. By leveraging these partnerships, I will aim to create a buzz around the farmers market, educate our community about the importance of local agriculture, and foster a sense of shared excitement for the upcoming season.

Proposal Timeline: April 1st - May 31st, 2025

Main area of focus & support: Enhancing community engagement and education about AFM through community partnerships and collaborative social media campaigns.

Action items and timeline:

April

- Identification and initial outreach to establish partnerships with local businesses & schools in (or near) Ada Village.
- Begin collaborative efforts by identifying marketing opportunities w/ each partner.
- Discussion with ABA and Discover Ada to identify other areas to cross promote.
- Develop message and design content / individualized campaign outlines.
- Work with AFM Manager to develop materials to cross promote with partners.
 - Countdown to opening day social media campaign
 - General marketing materials (ready for printer by end April/1st May)
 - AFM flyers, food truck line-up, etc
 - School outreach program - "Grow Your Own" materials:
 - Seed-starting curriculum
 - Take home flyers & graphics for schools to use in E-newsletters

May: week 1

- Marketing material to print & distribution
- School outreach materials to print & distribution
- Meeting with partners to approve campaigns & schedules
 - Finalize campaigns/digital promotional materials & content calendar
 - Set posting schedule and ongoing task delegation- send to AFM Manager & partners
- Launch countdown to opening day social media campaign

May: week 2-4

- Continue to communicate with community partners about opening day efforts
- Continue to create and distribute promotional materials to community partners
- Conduct school visits / grow your own program (before Memorial day)

2 month contract cost \$1,200



MEMORANDUM

Date: 03/04/25

TO: Downtown Development Authority Board Members
FROM: Kevin Austin, DDA Director
RE: Consider a Change to DDA Meeting Dates

Purpose:

This memorandum proposes that the Downtown Development Authority (DDA) Board evaluate a change to its regular meeting schedule, specifically moving meeting dates from the second Monday of every month at 8am to the third Monday of every month at 8am. The change is sought to provide operational and administrative benefits for the staff and the township decisionmakers.

Background:

The DDA board and the Township Board both currently convene on the 2nd Monday of every month. This requires that materials for each body be prepared simultaneously. Often, both bodies receive some of the same reports and materials, meaning that timely dispersal of a prepared packet is often reliant on the construction of the other bodies packet. Further rationale is provided below.

Rationale for Change:

1. **Improved Operational Efficiency:** Having meeting dates coincide on the same day can sometimes create operational challenges, particularly for staff members and administrators who are responsible for preparing reports and materials for both meetings. Shifting the DDA meeting to the third Monday of the month would allow for a full week's separation between the two dates, providing additional time for thorough preparation and reducing the likelihood of conflicts in scheduling and workload.
2. **Administrative Benefits:** From an administrative standpoint, this shift would provide adequate time between the Township Board and DDA Board meetings to forward approval items or receive feedback on decisions that arise from one meeting and require follow-up in the other. Additionally, it would allow DDA staff to better coordinate with other departments and stakeholders without the time constraint of preparing for multiple meetings in close succession.

**REVISED MEETING DATES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
FY 2025 – 2026**

MEETING DATES - 2025

APRIL 21*

MAY 19

JUNE 16

JULY 21

AUGUST 18

SEPTEMBER 15

OCTOBER 20*

NOVEMBER 17

DECEMBER 15

*Will also hold an Informational Meeting prior to the regularly scheduled Board meeting.

MEETING DATES - 2026

JANUARY 20 (MLK Holiday Shift)

FEBRUARY 17 (President's Day Shift)

MARCH 16

Proposed Change:

It is proposed that the DDA Board's monthly meeting be changed from the second Monday of every month at 8am to the third Monday of every month at 8am, effective following the publication of a legal notice. This adjustment would be reflected in the DDA's official meeting calendar and communicated via public notice and through our networks.

Recommendation:

Staff recommend that the DDA board consider the proposed shift and provide and discuss any conflicts with the proposed dates and modification.

Requested Motion: Motion to approve the revised meeting schedule for the Downtown Development Authority Board of Directors for FY 25-26.



MEMORANDUM

Date: 03/03/2025

TO: Downtown Development Authority Board Members
FROM: Kevin Austin, DDA Director
RE: Information Regarding Resolution 022425-2 Extension to the Social District

Purpose:

This memorandum serves to inform the DDA board on actions taken by the Township Board (TB) regarding the Social District at their February 24, 2025 meeting date.

Background:

Resolution 121123-1 by the DDA recommended approval of an expansion to the hours and boundary of the Social District to the Township Board. It was supported by the DDA Board and forwarded to the TB to be heard at the January 08, 2024, township board meeting. It was noted that DDA Resolution 121113-1 did not include the Social District's expiration date.

At the January 22, 2024, TB Meeting, the Board approved Resolution 012224-1 which revised the social district to allow it to function 7 days a week from 12pm to 10pm. The Resolution also stated that the social district shall operate until **January 31, 2025**.

It was discovered that the date of expiration that was added to the Township Board Resolution 012224-01 had passed without awareness due to the transition in the DDA Director position and lack of correspondence on the impending date. Thus, it was essential to evaluate and pass another resolution to extend the Social District date of expiration to ensure that no businesses operate against or outside of Township Resolutions on the Social District.

This was discovered on the morning of February 24, 2025. Being that the passing of the expiration date put businesses out of compliance and knowing that the township board had the opportunity to resolve the discrepancy by resolution that night, it was determined that a resolution to remove the expiration date and extend the Social District indefinitely would be presented to the TB.

Resolution 022425-02 (see attached) was presented to the TB during the February 24, 2025 meeting date and was subsequently passed. The resolution stipulates that the Social District will operate 7 days a week from 12pm to 10pm from January 31, 2025, **indefinitely**. The Township Board was informed that should they wish to amend the resolution to include an expiration date on the Social District after an additional review of its implementation, they may do so by resolution at any point. It was provided that the recommended action will bring businesses into compliance while avoiding negative impacts on the participating businesses.

Recommendation:

There is no recommended motion or action at this time.

Ada Farmers Market Monthly Report

February 2025

Prepared by: Raquel Valverde

SNAP APPLICATION UPDATE

In February, I attended a Food Assistance Sign-Up event on the 18th to meet with Joe Lesausky, the MIFMA Food Assistance Director, and double-check the details of our SNAP application. There were a couple of minor hiccups that needed addressing, but these issues have since been resolved.

At the end of February, we were contacted by a USDA official to discuss the necessary changes to our application. We were able to make those adjustments promptly, and we expect to receive an update on the status of our application by mid-March or the end of March.

Once our SNAP application is approved, we will receive free credit card equipment through MIFMA to support SNAP transactions. We will also purchase tokens featuring our market's logo to facilitate these transactions at the market.

We are excited to continue progressing toward implementing SNAP at our market, which will help increase access to fresh food and support our local farmers and vendors. We look forward to receiving final approval and launching the program soon!

COMMITTEE MEETING

On February 25th, the committee met to discuss several important updates and decisions related to the upcoming market season. The agenda focused on four main topics: an update on the CCF Marketing Workshop, the vendor application process, the new vendor application process, and the ADA Family Dental construction layout.

The committee reviewed the vendor applications from returning vendors, noting that we did not receive many applications initially. To address this, I sent out two reminder emails encouraging vendors to submit their applications. By the end of the month, we had received 18 returning vendor applications, along with 7 food truck applications and 4 inquiries from new vendors wanting to join the market. The new vendor

application will be available on our website starting the first week of March. As the month progresses, we anticipate receiving more applications, and by the end of March, we will have the full list of vendors for the season. In the meantime, Raquel is actively searching for specific vendors we need for the market.

We also discussed the ADA Family Dental construction layout update. This was mainly a heads-up that Ryan Paulson, the head of construction, will attend our March meeting to collaborate on a layout plan for the market, once we have a better idea of how many vendors will be participating.

FARMERS MARKET MANAGER CERTIFICATE

On February 12th, I successfully completed the Farmers Market Manager Certification program. The certification has greatly enhanced my understanding and confidence in managing key aspects of the market, including food safety, managing risk, licenses, marketing, etc. With this training, I am better equipped to address food safety concerns, ensure compliance, and implement strategies that will improve the market's operations.

Additionally, I've signed up for the Farmers Market Annual Conference, which will take place on March 3rd-4th. This conference will provide further opportunities for learning and networking, allowing me to continue refining my skills and gaining insights into best practices for market management.

MARKETING

Tara Heerspink's contract as our social media consultant concluded on February 11, 2025. Over the course of our collaboration, she helped establish clear marketing goals for both the off-season (November to January) and in-season period (June to October), providing us with a structured roadmap for our marketing efforts. We now have a solid strategy in place for managing our social media and marketing initiatives moving forward.

Looking ahead, Tara will present her proposal for the DDA March meeting, as mentioned in January. This proposal will help guide our marketing initiatives for the coming months, including the key goals we aim to achieve in April and May, such as organizing school visits, engaging with local retirement homes, and forming partnerships within the community to raise awareness of our market's upcoming season and showcase our amazing vendors.



Director Report for March 10, 2025

Submitted by DDA Director Kevin Austin

Events:

4th of July Committee:

Parks Director Wesley Deason convened our first 2025 4th of July committee meeting. Staff had the opportunity to discuss our preliminary plan to improve last year's coordination and logistics for the event, including parade routes, order of events, equipment, and layout. Director Deason, Rec Program Coordinator Ethan Engel, and I will be cooperating to revise our 2025 Marketing Materials for this event, to ensure that we are prepared in advance of the holiday and improve where necessary. I will be coordinating with Ada CRC and Ada Vista School to confirm the use of the parking lot as parade staging. I look forward to contributing to the success of this event and supporting Director Deason.

Beers at the Bridge Summer Concerts 2025: 6/20, 7/18 & 8/15

On February 19, Township Manager Suchy and I met with Loren Crandell and other members of Baton Collective and Discover Ada. This meeting was held to continue our collaborative discussion on the standard operations of the BATB event concert series. During this meeting we continued to discuss modifications to the event that could be made in consideration of the current state of the commercial downtown and its interaction with the traditional event structure. The most significant request was that the DDA evaluate removing one BATB event date this year. I have presented this request in MEMO form within the DDA packet, which includes additional context and reasoning behind the request. This potential modification is highly impactful on many planning aspects of the BATB date; however, I have continued to coordinate with vendors from last year including Rivertown Audio (Sound Management), Cascade Rental (Tents), Plummers Disposal (Bathrooms and fencing), and Seyferth PR (Marketing). The Kari Lynch Band is reviewing the contract for the June 20th date, and I expect to have their confirmation within the week. If the DDA Board approves of the date reduction, I will begin to reallocate the operational budget in a way that enhances the two remaining dates including the musical performance of the August 15 date. I have refrained from sending out sponsor packets yet as sponsor levels should also be adjusted with respect to the financial impact of event date reduction. I intend on dispersing revised sponsorship packets by the end of the month. The BATB committee will review proposed modifications following a decision by the DDA.

Upcoming Events:

Ada/Forest Hills Community Extravaganza | March 8 | 9am-1 p.m.

ABA March Lunch and Learn | March 20 | 11:30-1:00 p.m.

- Township Staff to Present

Farmers Market

I've included a monthly activity report for the Farmers Market provided by Raquel Valverde. Raquel and I continue to meet weekly to discuss updates on the off-season preparations and goals. Applications for return vendors have been dispersed and the application for new vendors is now available. Raquel has created fantastic materials for me to promote the Market at the Ada Forest Hills Extravaganza on March 8. I am currently in the process of submitting additional documents required to process our SNAP application with the USDA. The Farmer's Market Committee was briefed on the current construction operations of Ada Family Dental (adjacent to the Community Church lot). We are encouraged by continued communication and collaboration with Dr. Salhadar and Ryan Poulson of First Companies Construction.

Streetscape Fixture Update

I have begun reviewing the materials provided in 2022 with the DDA's last streetscape fixture plan, conducted in part by Manning Design. As a reminder, Manning Design developed an initial plan that outlined the layout and selection of streetscape furniture, trash receptacles, and flowerpots for our downtown area. However, the approval and implementation of this plan were not carried out as the committee highlighted other initiatives as a priority and raised questions regarding staff capacity and maintenance. Since that time, the DDA has greatly improved streetscape planting services through our contracted vendors and also staff capacity. In reviewing the previous plans, it is obvious that the current configuration of streetscape amenities are not properly displayed. I will be conducting a site assessment to properly display current amenities, from which we will be able to properly evaluate additional acquisitions. The previous plan did provide me with the proper vendor for our existing equipment, however, other options will be evaluated for the receptacles given the lack of options for refuse and recycling combo units. Given that I could not effectively recommend acquisition at this time, I have adjusted the budget to provide additional funds for this project in the new fiscal year.

DDA Budget for FY25/26:

The DDA Board will be reviewing a third and final draft of the FY25/26 budget and capital improvements. Following approval from the DDA Board, the final DDA Fund budget draft will be submitted to Manager Suchy for inclusion in the Township Board's final approval process, which will occur on March 24, 2025, prior to the end of the fiscal year.

Strategic Planning:

The DDA Board completed its second session of Strategic Planning on Goals and Objectives. This session incorporated community partners and stakeholders such as the ABA, Discover Ada, Citizens Council, and the Historic Society. We received valuable participation on our survey, which helped inform the revisions we made to our existing objectives. Travis Alden, formerly of The Right Place, has supplied me with the revised Draft for our updated Key Objectives. I will review this document and schedule our Final Strategic Planning Work Session later this month to review and confirm the objectives, which will help guide DDA decision-making in the coming years.

Support Local Campaign:

I have been reviewing materials left by my predecessor regarding the potential implementation of the "Ada Loves Local" Support Local campaign, which aims to increase foot traffic, strengthen community-business relationships, raise awareness of the economic benefits of shopping locally, and foster a vibrant local economy. The campaign includes a multi-phased approach that will need to be adapted to fit an existing timeline. I will be meeting with the Ada Business Association (ABA) and Discover Ada to discuss the next steps. Additionally, our upcoming Business Roundtable discussion on March 26th will focus on the Support Local campaign, gathering input from local businesses on how they would like to see it implemented. There are many professional resources available for Buy Local campaigns that I will be referencing to ensure our approach considers best practices.

PERIOD ENDING 02/28/2025

% Fiscal Year Completed: 91.51

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2024-25		YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	NORMAL	02/28/2025 (ABNORMAL)	MONTH 02/28/2025 (DECREASE)	BALANCE (ABNORMAL)	
Fund 248 - DDA FUND							
Dept 000.000							
248-000.000-401.405	TAXES: DDA AD VAL	254,000.00		273,389.01	254,657.55	(19,389.01)	107.63
248-000.000-665.000	INTEREST REVENUE	7,000.00		8,873.24	0.00	(1,873.24)	126.76
Net - Dept 000.000		261,000.00		282,262.25	254,657.55	(21,262.25)	
Dept 020.000 - TAXES							
248-020.000-406.000	TAXES: DDA MILLAGE	375,000.00		434,477.91	358,272.71	(59,477.91)	115.86
248-020.000-437.000	TAXES: IFT	15,926.00		16,494.50	16,494.50	(568.50)	103.57
248-020.000-573.000	LOCAL COMMUNITY SABILIZATION	125,000.00		127,095.33	0.00	(2,095.33)	101.68
Net - Dept 020.000 - TAXES		515,926.00		578,067.74	374,767.21	(62,141.74)	
Dept 026.000 - CONTRIBUTIONS							
248-026.000-654.001	BEERS AT THE BRIDGE	80,000.00		50,349.00	0.00	29,651.00	62.94
248-026.000-654.008	PROGRESSIVE TASTINGS	10,000.00		3,172.48	0.00	6,827.52	31.72
Net - Dept 026.000 - CONTRIBUTIONS		90,000.00		53,521.48	0.00	36,478.52	
Dept 028.000 - FARMER'S MARKET							
248-028.000-675.000-FARMERMARKET	MISC AND OTHER REVENUE	3,000.00		6,250.00	0.00	(3,250.00)	208.33
248-028.000-675.001	REGISTRATIONS	0.00		(305.00)	0.00	305.00	100.00
248-028.000-675.001-FARMERMARKET	REGISTRATIONS	10,000.00		8,900.00	0.00	1,100.00	89.00
Net - Dept 028.000 - FARMER'S MARKET		13,000.00		14,845.00	0.00	(1,845.00)	
Dept 272.000 - GENERAL ADMINISTRATION							
248-272.000-890.001	BEERS AT THE BRIDGE	80,000.00		60,964.04	0.00	19,035.96	76.21
248-272.000-890.002	WINTER WONDERLAND	29,000.00		33,150.15	0.00	(4,150.15)	114.31
248-272.000-890.003	FALL FESTIVAL/BRATS & BONFIRES	3,000.00		674.37	0.00	2,325.63	22.48
248-272.000-890.004	4TH OF JULY	1,000.00		2,500.00	0.00	(1,500.00)	250.00
248-272.000-890.005	SANTA PARADE	1,000.00		1,000.00	1,000.00	0.00	100.00
248-272.000-890.006	TINSEL, TREATS & TROLLEYS	2,500.00		2,500.00	0.00	0.00	100.00
248-272.000-890.007	MUSIC ON THE LAWN	2,500.00		2,500.00	0.00	0.00	100.00
248-272.000-890.008	PROGRESSIVE TASTINGS	16,900.00		8,475.00	0.00	8,425.00	50.15
248-272.000-906.001	COMMUNITY EVENTS	0.00		(1,401.00)	0.00	1,401.00	100.00
248-272.000-959.000	CONTRIBUTIONS TO OTHER GOVNT	10,000.00		10,000.00	0.00	0.00	100.00
Net - Dept 272.000 - GENERAL ADMINISTRATION		(145,900.00)		(120,362.56)	(1,000.00)	(25,537.44)	
Dept 277.000 - DDA OPERATIONS/CONSTRUCTION							
248-277.000-704.000	WAGES	76,638.00		56,744.30	6,230.76	19,893.70	74.04
248-277.000-704.001	WAGES - SUPPORT	28,110.00		25,654.74	2,169.45	2,455.26	91.27
248-277.000-704.005	WAGES: OVERTIME	200.00		0.00	0.00	200.00	0.00
248-277.000-707.001	WAGES - INTERN	8,800.00		5,979.00	0.00	2,821.00	67.94
248-277.000-715.000	FICA - TOWNSHIP SHARE	6,900.00		5,235.43	505.44	1,664.57	75.88
248-277.000-716.000	FICA - MEDICARE TWP SHARE	1,400.00		1,258.16	118.25	141.84	89.87
248-277.000-719.000	RETIREMENT - EMPLOYER COST	10,487.00		8,439.95	839.28	2,047.05	80.48
248-277.000-719.001	MEDICAL, DENTAL INSURANCE	24,000.00		21,417.45	1,184.85	2,582.55	89.24

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2024-25		YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	NORMAL	02/28/2025 (ABNORMAL)	MONTH 02/28/2025 (INCREASE (DECREASE))	BALANCE (ABNORMAL)	
Fund 248 - DDA FUND							
248-277.000-724.000	PHONE ALLOWANCE	930.00		853.77	82.56	76.23	91.80
248-277.000-726.000	OFFICE SUPPLIES/SERVICES	0.00		20.58	20.58	(20.58)	100.00
248-277.000-726.000-FARMERMARKET	OFFICE SUPPLIES/SERVICES	0.00		37.00	0.00	(37.00)	100.00
248-277.000-740.000	OPERATING SUPPLIES/SERVICES	3,500.00		4,618.36	398.53	(1,118.36)	131.95
248-277.000-740.000-FARMERMARKET	OPERATING SUPPLIES/SERVICES	2,500.00		1,501.98	238.00	998.02	60.08
248-277.000-788.000-FARMERMARKET	PROGRAM SUPPLIES/SERVICES	5,500.00		6,000.00	0.00	(500.00)	109.09
248-277.000-800.000	CONTINUING EDUCATION	2,000.00		219.52	0.00	1,780.48	10.98
248-277.000-800.000-FARMERMARKET	CONTINUING EDUCATION	350.00		465.62	0.00	(115.62)	133.03
248-277.000-801.000	CONTRACT SERVICE	3,000.00		18,597.00	5,000.00	(15,597.00)	619.90
248-277.000-801.000-FARMERMARKET	CONTRACT SERVICE	14,000.00		13,900.00	0.00	100.00	99.29
248-277.000-801.010	LANDSCAPING/BEAUTIFICATION	37,000.00		41,224.77	0.00	(4,224.77)	111.42
248-277.000-801.020	I.T. MAINTENANCE	2,000.00		0.00	0.00	2,000.00	0.00
248-277.000-801.030	SNOW REMOVAL SERVICES	20,000.00		12,887.50	7,362.50	7,112.50	64.44
248-277.000-801.040	MARKETING/PROMOTION	5,000.00		0.00	0.00	5,000.00	0.00
248-277.000-820.000	MEMBERSHIP & DUES	750.00		650.00	0.00	100.00	86.67
248-277.000-820.000-FARMERMARKET	MEMBERSHIP & DUES	250.00		150.00	0.00	100.00	60.00
248-277.000-821.000	ENGINEERING	10,000.00		0.00	0.00	10,000.00	0.00
248-277.000-828.000	LEGAL SERVICES	2,000.00		1,142.00	724.00	858.00	57.10
248-277.000-870.000	MILEAGE & EXPENSES	750.00		327.63	0.00	422.37	43.68
248-277.000-870.000-FARMERMARKET	MILEAGE & EXPENSES	50.00		974.90	212.19	(924.90)	1,949.80
248-277.000-927.000	MAINTENANCE & REPAIR/IMPROVEMENTS	15,000.00		11,066.24	0.00	3,933.76	73.77
248-277.000-974.000	IMPROVEMENTS	122,000.00		2,851.07	0.00	119,148.93	2.34
248-277.000-974.004	DESIGN DEVELOPMENT CONTRACTOR	0.00		775.00	0.00	(775.00)	100.00
Net - Dept 277.000 - DDA OPERATIONS/CONSTRUCTION		(403,115.00)		(242,991.97)	(25,086.39)	(160,123.03)	
Dept 279.000 - OTHER TOWNSHIP EXPENSES							
248-279.000-719.002	LIFE INSURANCE, OTHERS	1,000.00		428.76	16.26	571.24	42.88
248-279.000-999.000	PAYING AGENT FEES	650.00		693.00	0.00	(43.00)	106.62
Net - Dept 279.000 - OTHER TOWNSHIP EXPENSES		(1,650.00)		(1,121.76)	(16.26)	(528.24)	
Dept 905.000 - OTHER TOWNSHIP EXPENSES							
248-905.000-991.000	BOND PRINCIPAL PAYMENTS	184,173.00		184,000.00	184,000.00	173.00	99.91
248-905.000-993.000	BOND INTEREST PAYMENTS	81,082.00		80,566.50	40,503.00	515.50	99.36
Net - Dept 905.000 - OTHER TOWNSHIP EXPENSES		(265,255.00)		(264,566.50)	(224,503.00)	(688.50)	
Fund 248 - DDA FUND:							
TOTAL REVENUES		879,926.00		928,696.47	629,424.76	(48,770.47)	105.54
TOTAL EXPENDITURES		815,920.00		629,042.79	250,605.65	186,877.21	77.10
NET OF REVENUES & EXPENDITURES		64,006.00		299,653.68	378,819.11	(235,647.68)	468.16



Township Manager Report for March 5, 2025

Submitted by Township Manager Julius Suchy

FY 2025-26 Budget Update:

The budget and capital improvement plan public hearing will occur on March 10, 2025. Staff will not request budget & CIP approval at that meeting as the compensation commission and the personnel committee are scheduled to meet after March 10th. Based on their work, the budget will be updated, and a request to the board for budget approval will occur at the March 24, 2025, board meeting.

I will also provide the budget amendments to be considered at the March 24th board meeting.

Chevy Trailblazer Insurance Claim:

One of our BFG staff was taking the new Chevy Blazer to the body shop when it was rear-ended at a stoplight. The driver was okay, but the Blazer sustained approximately \$6,392 in damage to the vehicle's rear. Staff are in the process of having the repair approved and working with insurance on a claim. Unfortunately, the driver who crashed into the Blazer was uninsured. Staff are working to get a copy of the police report from the Wyoming Police Department, but on 3/3/25 the report was not yet available. I have included pictures of the damage below.



Revize Website Update:

I have a meeting scheduled for next week with Revize to discuss the document center system, how documents will be saved in the system, and how documents will be named for visitors to the site.

I am currently scheduling a meeting with all department heads with Revize to review the sitemap one last time before files are migrated and the website is closer to completion. Since the original sitemap exercise, several new staff members have joined the Township team.

7171 Headley Street Closing Update:

The closing for 7171 Headley Street has been scheduled for Tuesday, March 11th. Supervisor Korth and Clerk DeMarco will participate on behalf of the Township.

Pettis Avenue Trail (Knapp Street to Cannonsburg Rd).

Last week, I met with Kent County staff and representatives from LRE, the firm completing the design engineering work for this trail segment. The goal was to review the preliminary trail layout and specifically address the issues regarding the trail's location on the west side of Pettis Avenue.

On 3/5, I received word that, following a review with the KCRC, a few items need to be addressed. These could include either a mid-block crossing or moving the trail completely back to the east side of Pettis Avenue. I will have additional information in the coming weeks.

Thornapple River Pedestrian Bridge Update:

Engineer Steve Groenenboom will present an alternative bridge layout at the March 24th board meeting based on feedback he received at the February 24th board meeting.

Compensation Commission Update:

The Compensation Commission is scheduled to meet on Wednesday, March 12th (3-5 PM), Thursday, March 13th (3-5 PM), and Wednesday, March 19th (3-5 PM). These meetings are placeholders as I am unsure how many the Compensation Commission will need to complete their work. These meetings are open to the public and will be noticed under the Open Meetings Act.

The goal is to have the Commission's recommendation to the Township Board at its March 24th board meeting for consideration.

Spongy Moth Update:

I provided the shapefiles provided by Aquatic Consulting Services to REGIS so they could create listings of all the properties impacted and the percentage of their property recommended for spraying. The next step is to mail letters to property owners who are impacted so they are made aware their property is in the potential spray area.

The Township website has been updated to share what has happened so far and what will happen moving forward regarding the spray services.

3 Mile Road Paving Update:

I have scheduled a meeting with Jerry Bryne for 3/5 to discuss the 3 Mile Rd. paving request. I provided him with feedback from the previous board meeting and asked whether the Township could move forward with paving the section that was previously requested without KCRC funding. He indicated that it was an interesting question, and he would have to work with staff to determine an answer.

I anticipate being able to provide follow-up information for the board at the March 24th board meeting.

Wayfinding Signage Update:

Paul Deters, of Metro Signs, contacted me on 3/5 to inform me that Jim Cook (our previous contact) no longer works for Metro Signs. Paul indicated that, tentatively, they are planning on beginning sign installation the week of March 17th. There is one outstanding item they need a response on related to the color of the text on a portion of the signage before starting fabrication – I am working with Corbin

to respond to this. Mr. Deters also indicated he would provide a full schedule of the rest of the project later today.

Committee Updates:

- Building, Grounds, Utility Committee:
 - Full Utility Rate Study – A committee meeting needs to be scheduled to review the following:
 - Draft Utility Rate Study Framework from Municipal Analytics
 - Request from Chief Murray for Garage Door Replacements at Station #1 & #2 – this will be reviewed and potentially recommended to the Township Board for consideration.
- Public Safety Committee:
 - A meeting will be scheduled to discuss the Deputy Chief position that has been vacant for the past year.
- Trail Committee:
 - A meeting is currently being scheduled for April to review the remaining bond projects, discuss trail amenities (trash cans & benches), and discuss future projects to be considered for new construction.
- Personnel Committee:
 - Employee reviews have been completed, and I will present the recommended employee compensation and benefits for the FY 2025-2026 budget year at our committee meeting on March 11th. Following the meeting, I will present the committee’s recommendation to the Township Board at the March 24th meeting.



MEMORANDUM

Date: 03.05.25

TO: Julius Suchy, Township Manager
FROM: John D. Said AICP, Director of Planning
RE: Department Activities Summary Report, February 2025

Planning Commission

February 20 Meeting

The following actions took place at the February 20 Planning Commission meeting:

- Review and approval of minor revisions to the Planning Commission Bylaws.
- Review of possible Zoning Ordinance Text Amendments to address requirements of PA 233 regarding renewable energy. The proposed amendment package, referred to as a Compatible Renewable Energy Ordinance (CREO) would provide a formal local review process for renewable energy projects of a certain (larger scale) size, although all such projects would be allowed to develop based on PA 233. The Commission opted to have Staff roll the CREO into the overall Zoning Ordinance Rewrite project that is being undertaken.
- Review and approval of a Site Plan for a parking area at Chief Hazy Cloud Park, 869 Pettis Ave. NE (Kent County Parks Department).

Zoning Board of Appeals

February 4 Meeting

The February 4 Zoning Board of Appeals meeting was cancelled due to a lack of applicants.

Other Activities/Information

Code Enforcement

Here is an update concerning the most prominent current/recent code enforcement matters:

- 8460 Conservation Street NE (Kent County Conservation League; KCCL); the Township Attorney continues to review this matter on January 23 to review this matter; a hearing has been scheduled for May 5 (1:30 pm) at the 63rd District Court, regarding the citation issued for activities exceeding Zoning Ordinance allowances.
- 2085 Shady Drive; Township Staff continues to await a court date regarding this matter, which involves an illegal accessory dwelling (in an accessory building) on the property, as there has been no response from the owner nor efforts towards compliance.
- 8831 Bailey Drive; Staff is awaiting the scheduling of a new hearing on this matter (previous hearing January 27, when it was continued for 60 days). The initial violation is/was construction of an accessory building without a permit. Now, Staff has received

word that the other accessory structure on the property may be occupied as an accessory dwelling, which is also illegal. We are continuing to coordinate this matter with the Township attorney.

Additional Items

The following additional activities and information from January are provided:

- Director participated in a focus group meeting on February 11 with Kent County to discuss impediments to affordable housing.
- Director worked with the Grand Valley Metro Council (GVMC) to obtain updated maps showing the Ada "village" area superimposed over 28th Street shopping areas. These maps, which are attached for reference, are used by Staff to help provide context on parking locations and walkability in our community.
- Director attended the Forest Hills School District meeting on Wed. February 19, to review various Township issues. Officials of the school district, Cascade Township, and Grand Rapids Township also participated.
- Director attended the Ada Business Association's Lunch & Learn Program on Thursday, February 20. The March 20 ABA Lunch & Learn will feature a presentation by the Township Manager, Parks Director, DDA Director, and Planning Director on plans for community improvements in Ada.
- In addition to the meetings/activities noted above, the Director attended the following Township meetings/events:
 - February 10 DDA Board meeting
 - February 10 Township Board meeting
 - February 20 PRLP meeting
 - February 24 Township Board meeting

Permit Activity

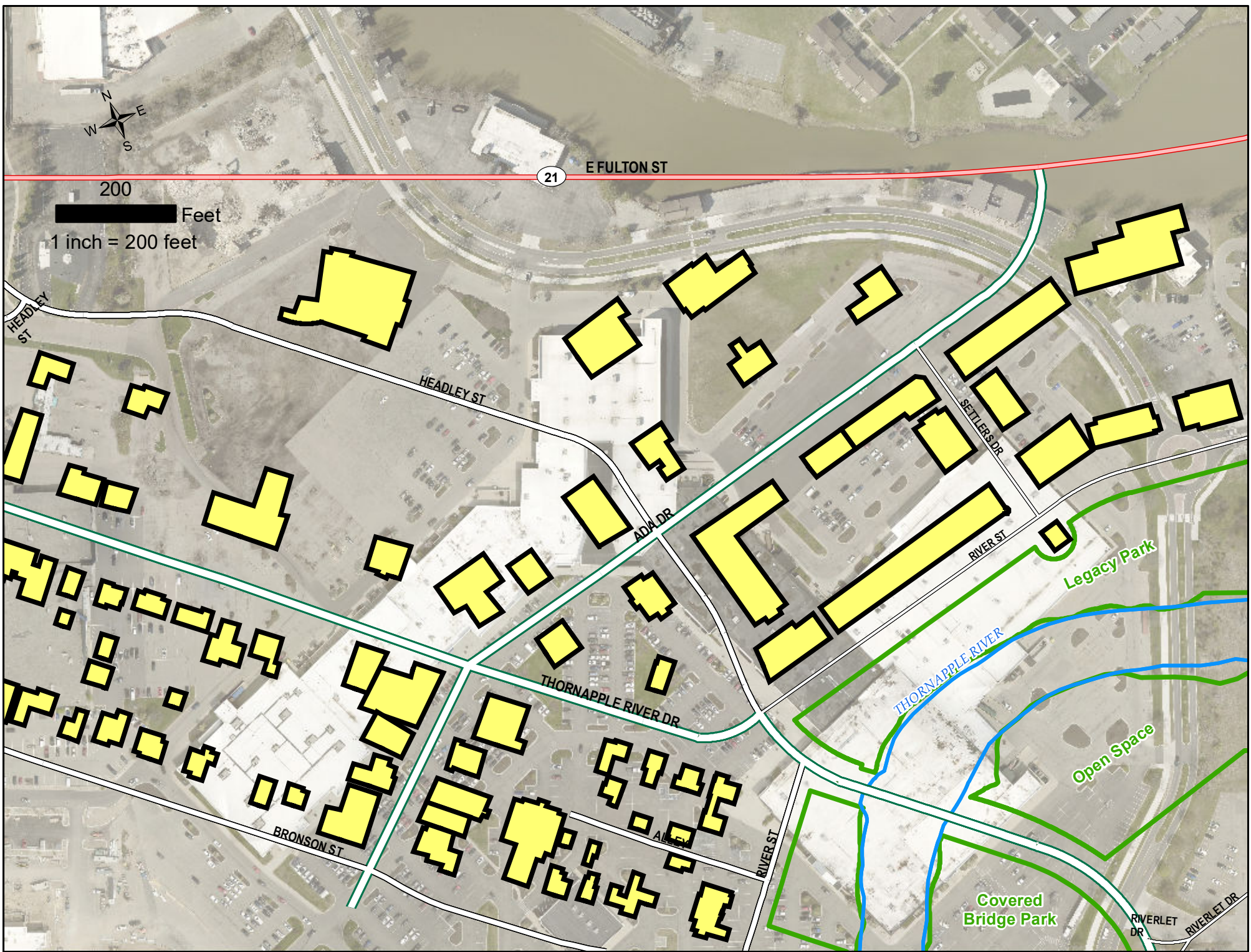
Permit summary activity from Cascade Township for February is attached to this report.

As always, please let me know if there are any questions regarding this report.



200
Feet
1 inch = 200 feet

21 E FULTON ST



HEADLEY ST

HEADLEY ST

ADW DR

THORNAPPLE RIVER DR

BRONSON ST

ALLEN ST

RIVER ST

SETTLERS DR

RIVER ST

THORNAPPLE RIVER

Legacy Park

Open Space

Covered Bridge Park

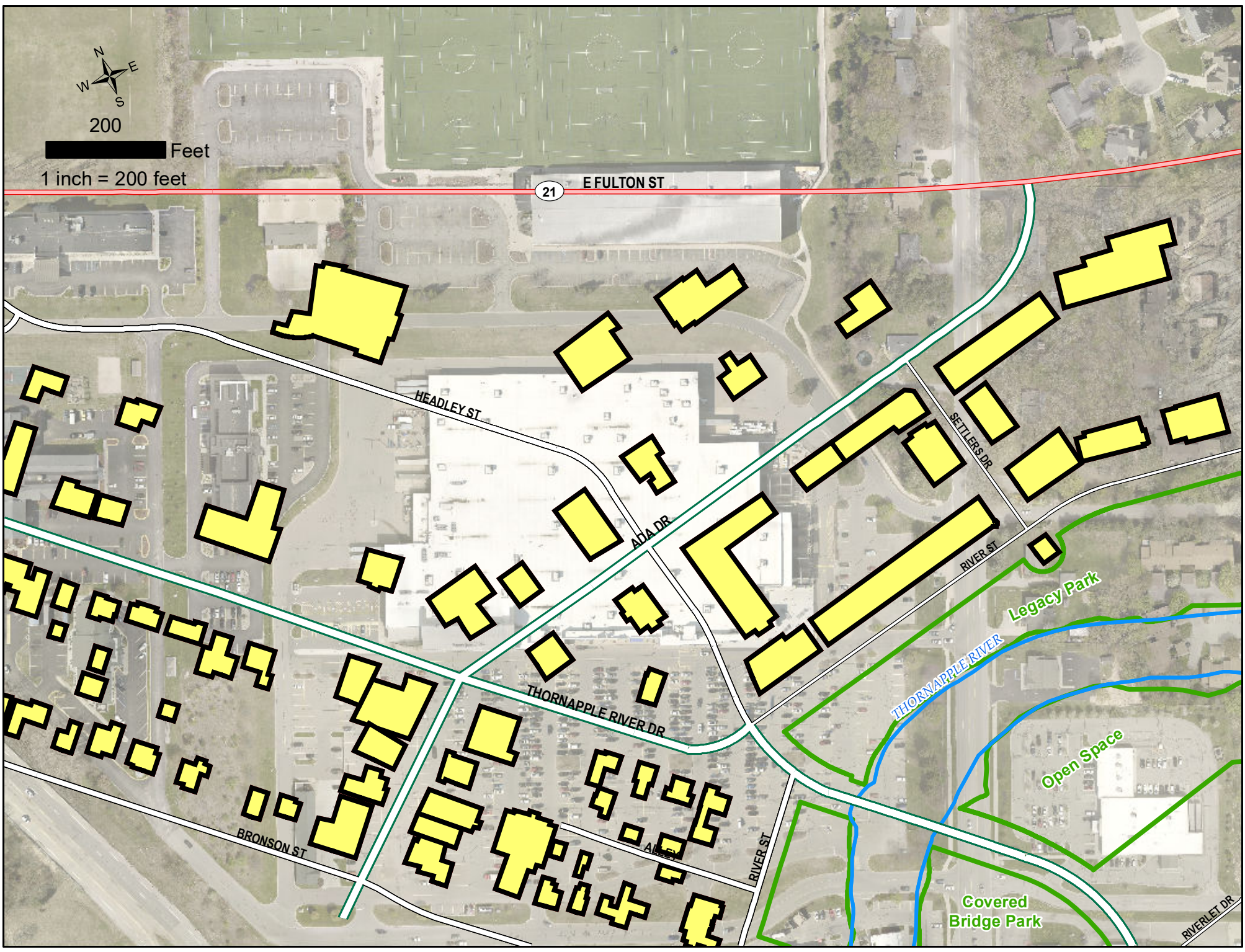
RIVERLET DR

RIVERLET DR



200

Feet
1 inch = 200 feet



200
1 inch = 200 feet



21

E FULTON ST

HEADLEY ST

ADA DR

SETTLERS DR

RIVER ST

THORNAPPLE RIVER DR

BRONSON ST

RIVER ST

Covered Bridge Park

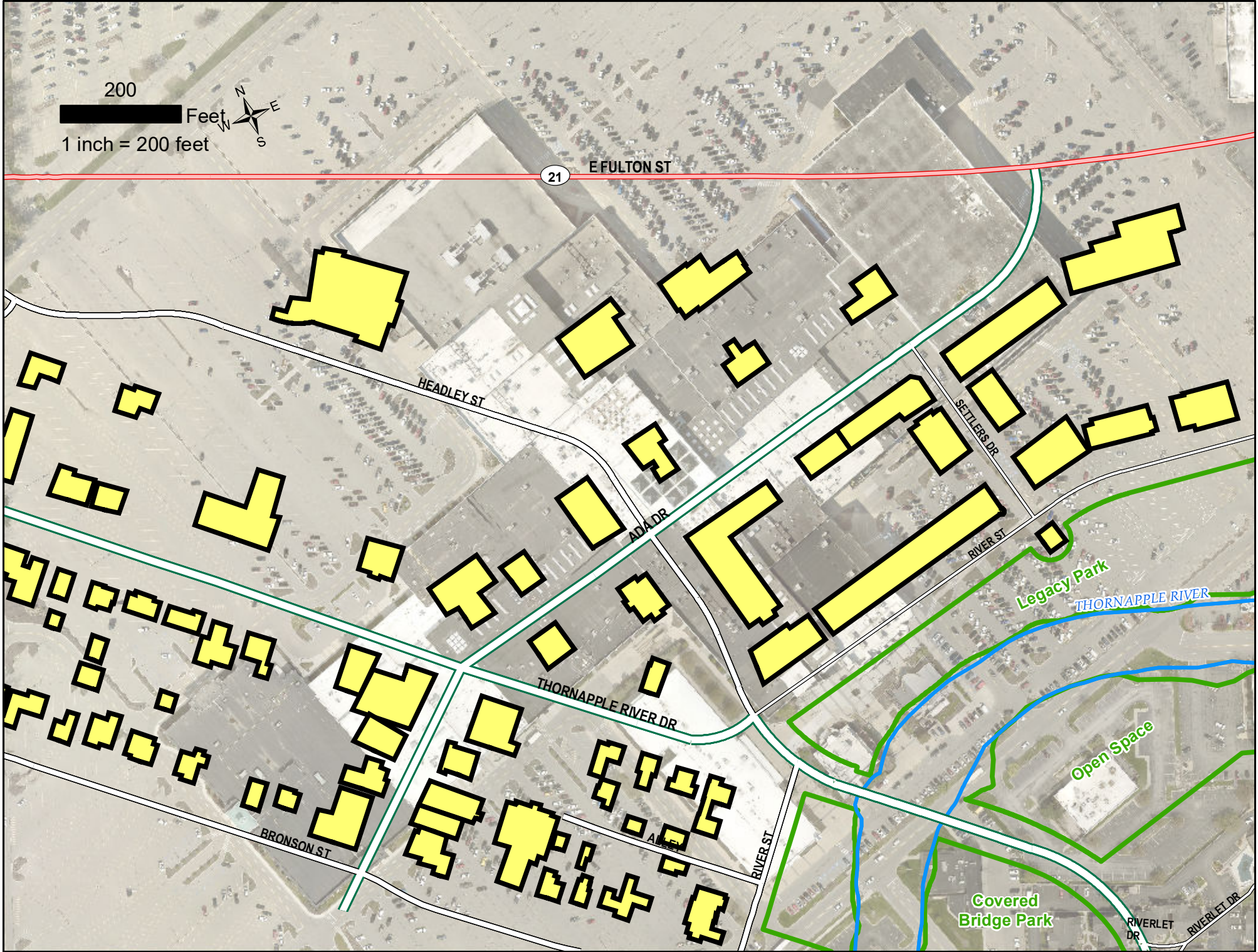
Legacy Park

THORNAPPLE RIVER

Open Space

RIVERLET DR

RIVERLET DR



ADA TWP CATEGORY REPORT

Category	Estimated Cost	Permit Fee	Number of Permits
Commercial, Add/Alter/Repair	<i>\$2,404,266</i>	<i>\$12,861.00</i>	4
DECK	<i>\$26,000</i>	<i>\$175.00</i>	1
DEMOLITION	<i>\$27,450</i>	<i>\$170.00</i>	2
Res. Add/Alter/Repair	<i>\$267,000</i>	<i>\$700.00</i>	4
Res. Single Family	<i>\$740,000</i>	<i>\$1,255.00</i>	1
Residential - Other	<i>\$32,760</i>	<i>\$140.00</i>	1
Roofing	<i>\$48,000</i>	<i>\$85.00</i>	1
Sign	<i>\$3,500</i>	<i>\$85.00</i>	1
Totals	<i>\$3,548,976</i>	<i>\$15,471.00</i>	15

ADA TWP CATEGORY REPORT YTD

Category	Estimated Cost	Permit Fee	Number of Permits
Commercial, Add/Alter/Repair	<i>\$2,532,068</i>	<i>\$14,270.00</i>	8
Commercial, New Building	<i>\$3,600,000</i>	<i>\$7,080.00</i>	1
DECK	<i>\$147,000</i>	<i>\$525.00</i>	3
DEMOLITION	<i>\$52,450</i>	<i>\$240.00</i>	3
Res. Add/Alter/Repair	<i>\$987,000</i>	<i>\$1,960.00</i>	10
Res. Single Family	<i>\$6,540,000</i>	<i>\$7,531.00</i>	4
Residential - Other	<i>\$37,148</i>	<i>\$280.00</i>	2
Roofing	<i>\$84,531</i>	<i>\$340.00</i>	4
Sign	<i>\$3,500</i>	<i>\$85.00</i>	1
Totals	<i>\$13,983,697</i>	<i>\$32,311.00</i>	36



**Parks & Recreation Department
Director's Report March 4th, 2025**

Submitted By: Director of Parks & Recreation – Wesley Deason

Parks, Recreation, and Land Preservation Advisory Board

- The next PRLP Advisory Board meeting is scheduled for March 20th, 2025 at 8:30am in the Roselle Park Resource Building.

Administrative Items:

- The '25-'26 Budget is scheduled for final review and adoption by the Township Board at the March 10th meeting.
- Job postings for flag football officials, two seasonal parks and recreation workers, and a recreation intern for the months have been prepared and will be posted this month.
- The 70% design completion proposal presented by Progressive Companies for work on the Covered Bridge Park project at the February 20th PRLP meeting was approved by the Township Board at the February 24th meeting.
- Department leadership will be meeting with Township Manager Suchy in the next week to resume planning and discussions regarding the new Township website.
- Township Manager Suchy, PRLP Advisory Board Chair Josh Hulst, and I will be meeting March 12th to begin some preliminary discussions related to Millage planning.

Special Events & Programs:

- Parks and Recreation staff have been working over the past several months in compiling and creating our bi-annual "Recreation Connection" newsletter which provides a deeper dive and look at all of our programming and services scheduled to take place over the Spring and Summer months.
- Summer softball team registrations are seeing positive results as our Men's Division is already at capacity.
- We are working with West Michigan Trails to host their annual East Region meeting out at the Roselle Park Resource Building on March 13th.

Recreation Connection
Spring/Summer 2025

IN THIS ISSUE	Spring Into Summer: A Season of Growth & Connection
COMMUNITY UPDATE	1
RECREATION PROGRAMS	2
CONSERVATION CORNER	3
COMMUNITY EVENTS	4
FACILITY RENTALS	5
OUR PARKS	6

VISIT US!
Parks & Recreation Office
1180 Buttrick Ave. SE
Ada, MI 49301
(Located at Ada Park)

616.676.0520
@AdaVillage
@AdaVillage

COVERED BRIDGE PARK WEST

1. PLAYGROUND
2. SPLASHPAD
3. RESTROOMS
4. SEATING AREAS
5. SHADING
6. TRAIL
7. BIKESHED
8. VETERAN'S MEMORIAL
9. IMPROVED GREEN SPACES
10. RIVER OVERLOOK

COVERED BRIDGE PARK EAST

1. PLAYGROUND
2. SPLASHPAD
3. RESTROOMS
4. SEATING AREAS
5. SHADING
6. TRAIL
7. BIKESHED
8. VETERAN'S MEMORIAL
9. IMPROVED GREEN SPACES
10. RIVER OVERLOOK

Beyond park improvements, we're expanding our recreational programming to offer a diverse range of activities for all residents—ensuring Ada remains a vibrant place to live, work, and play! Whether you're looking to compete, stay active, or simply enjoy the outdoors with friends and family, our goal is aimed at bringing the community together to create meaningful experiences for everyone.

Inside this publication, you'll find details on upcoming programs, special events, and opportunities to get involved. We're excited for the months ahead and encourage everyone to explore, stay active, and make the most of the fantastic parks and recreational offerings in our community.

Wesley Deason
Director, Parks & Recreation

E: adaparks@adatownshipmi.com | P: 616.676.0520 1 adamichigan.org/township

Ongoing Projects:

- Two new doors have been purchased and are scheduled to be installed at the Ada Park Shelter Restroom. These doors will help improve airflow, ventilation, and mitigate condensation issues we've had.
- Upon further review by Dyer Well, the well at Ada Park is in good condition and only required replacing the pump. We will have this operational by our April 1 seasonal opening date.
- As the fiscal year comes to an end, I am working to utilize the remaining funds balances we have. One of these projects will be to purchase and coordinate the installation of 8 new park benches around the Ada Park playground to replace several old and rotting benches.
- Township Manager Suchy and I will be meeting with a local veteran's group and Kristen Wildes from the Ada Historical Society in the coming weeks to discuss design plans for the Veteran's Memorial that's scheduled to be built as a part of the Covered Bridge Park North.



Buildings, Facilities, and Grounds Report for March 10th, 2025

Submitted by Dennis Brinks BFG Director

Buildings / Facilities

A comprehensive assessment was conducted in collaboration with Hurst Mechanical and Control Net to analyze recurring HVAC expenditures. Findings were presented to Township Manager Julius Suchy, indicating that the primary issue stemmed from a lack of general and preventative maintenance prior to contracting with Hurst Mechanical. Once the library reaches a baseline maintenance standard, HVAC-related expenses are expected to decline. The ongoing collaboration between Control Net, Hurst Mechanical, and BFG is positioning the library for improved long-term HVAC efficiency.

A facility inspection was completed at Town Hall, identifying several maintenance needs that will be addressed by BFG staff. Additionally, an in-depth inspection was conducted at Roselle, with one BFG team member actively working on necessary improvements.

Parks

Coordination with Parks and Recreation Director Deason continues to ensure that the Ada Park well will be fully operational by April 1, 2025, in alignment with the park's seasonal opening.

Streetscapes

Collaboration with DDA Director Austin is ongoing regarding the Tree Risk Assessment for approximately 300 trees located within the downtown Right-of-Way. Efforts also include assisting with the replacement of irrigation infrastructure along Ada Drive. Additionally, BFG staff has commenced early debris removal in the DDA area to support streetscape maintenance and beautification.

Trails

Trail maintenance remains stable, with standard upkeep continuing until the spring season. In the upcoming months, an informal inspection will be conducted to evaluate boardwalk conditions, including structural integrity (cracked wood, misaligned components, missing fasteners), approach vaulting, fencing, and other relevant factors. While some municipalities address issues only upon failure, a more proactive maintenance approach is planned for Ada Township.

Cemeteries

BFG continues to support the Clerk's Office with cemetery-related operations and maintenance as needed.

Fleet Management

The newly acquired Chevy Trailblazer sustained rear-end damage while stopped at a traffic light during transport for caution light installation. No injuries were reported. The vehicle proceeded with the caution light installation before being sent to Berger Chevrolet for damage assessment and repairs.



Ada Township Fire Department



February 2025

Activity Report

Type	February	YTD
Medical	32	63
Vehicle accident	9	15
Structure fire Ada	1	1
Auto aid	3	10
Grass/ illegal burn	0	0
Fire alarm	4	17
Service call/ assist	0	1
Good intent / odor/gas	1	2
Hazardous condition/ CO	0	3
Other calls / wires	1	2
Vehicle fire	0	0
Total	48	114

Year	Month/February	YTD
2025	48	114
2024	42	109
2015	47	92

Auto aid	Received	Received	Given	Given
Department	February	YTD	February	YTD
Alto				
Cannon		1		
Cascade				
GR Twp				
Grattan				
Lowell			3	3
Plainfield				
Total		2		11

#	Date	Location	Description	Detail	Shift	Time	#FF	Assist
64	2-1	210 Rolling Brook	Med 1	Medical	4	12:18	6	
65	2-1	6006 Two Mile	Fire alarm	Canceled	4	15:35	3	
66	2-3	7128 Fulton	Med 1	Medical	1	9:11	2	
67	2-3	7128 Fulton	Med 1	Medical	1	9:30	2	
68	2-3	7403 Leonard	Med 3	Lift assist	2	17:38	2	
69	2-4	Knapp & Grand River	Vehicle accident	Two cars	1	11:46	2	
70	2-4	7128 Fulton	Med 1	Medical	2	16:37	2	
71	2-5	1016 N. Monroe	Structure fire	Canceled	3	00:47	4	
72	2-5	7192 Bradfield	Med 2	Medical	1	13:20	2	
73	2-5	Fulton & Spaulding	Vehicle accident	Two cars	1	14:53	4	
74	2-5	2082 Hunters Run	Med 1	Medical	2	20:43	4	
75	2-6	8766 Bennett	Med 1	Medical	3	1:52	1	
76	2-6	455 Ada Drive	Med 1	Medical	1	11:41	2	
77	2-6	893 Maple Hill	Med 1	Medical	2	16:44	3	
78	2-6	8831 Bailey	Wires down	High winds	2	22:34	2	
79	2-7	Fulton & Ada Drive	Vehicle accident	Apple crash	2	16:04	4	
80	2-7	6650 Fulton	Med 2	Medical	2	17:02	3	
81	2-7	1560 Cramton	Med 1	Medical	2	19:40	4	
82	2-8	516 Abbey Mill	Med 2	Medical	4	12:50	4	
83	2-8	8823 Bailey	Vehicle accident	Driver gone	2	21:36	4	
84	2-9	555 Foreman	Structure fire	Canceled	4	9:34	6	
85	2-9	1070 Dogwood Meadows	Med 2	Medical	2	19:39	3	
86	2-10	622 Spaulding	Med 1	Medical	1	10:25	3	
87	2-10	417 Haskins Ct.	Med 1	Medical	1	15:09	1	
88	2-11	9159 Vergennes	Vehicle accident	Canceled	3	6:47	0	
89	2-11	700 Marbury	Med 1	Medical	2	18:09	2	
90	2-13	Conservation & Skyevale	Vehicle accident	Rollover	1	15:51	5	
91	2-19	519 Ada Drive	Med 1	Medical	1	9:32	3	
92	2-19	7575 Fulton	Med 2	Medical	1	14:42	2	

#	Date	Location	Description	Detail	Shift	Time	#FF	Assist
93	2-19	7575 Fulton	Med 0	Medical	2	16:41	2	
94	2-19	8214 Conservation	Vehicle accident	I Phone alert	2	18:53	9	
95	2-20	7128 Fulton	Med 1	Medical	1	13:05	3	
96	2-20	5900 Two Mile	Fire alarm	Canceled	1	14:53	2	
97	2-21	205 Boynton	Med 2	Medical	3	1:17	1	
98	2-21	2493 Pettis	Structure fire	Horse barn	1	8:04	6	From Cannon
99	2-21	Grand River & Carl	Vehicle accident	Two cars	1	11:28	3	
100	2-21	265 Boynton	Med 1	Canceled	2	23:55	2	
101	2-22	1170 Fox Hollow	Fire alarm	Canceled	3	5:59	3	
102	2-23	510 Pineland	Odor investigation	Gas odor	2	21:48	2	
103	2-24	Conservation & Cramton	Vehicle accident	Property damage	3	7:26	3	
104	2-24	6410 Fulton	Med 1	Medical	2	17:53	5	
105	2-25	612 Abbey Mill Dr.	Med 2	Canceled	1	8:14	2	
106	2-25	944 Bridge Walk Ct.	Med 2	Medical	1	10:07	2	
107	2-25	1179 Autumn Ridge	Fire alarm	Canceled	2	17:55	1	
108	2-26	6650 Fulton	Med 1	Medical	1	11:27	3	
109	2-26	10660 Bailey	Med 1	Medical	1	14:07	2	To Lowell
110	2-27	550 N. Whitman Ct.	Med 1	Medical	1	12:04	2	
111	2-27	Dispatch error						
112	2-27	5435 Knapp	Med 1	Medical	1	15:48	4	
113	2-28	7128 Fulton	Med 1	Medical	1	11:18	2	
114	2-28	6631 Rix	Med 1	Medical	2	17:46	2	
115	2-28	9415 Conservation	Med 2	Medical	2	21:14	4	

Fire Training

This month our fire training was held at Keystone Church. Our team along with Grand Rapids Township participated in our annual required training with Consumers Power and DTE. Each company reviewed safety measures that should be taken when responding to an emergency involving their services.

General Training

We took the opportunity to review our Standard Operating Procedures with the team and answer questions they might have. I am in the process of updating the SOP's we currently have. The night was also spent reviewing every aspect and operation of Engine 7. Although we have all been trained on its operation, it is good to have an occasional detailed training on the larger apparatus.

On the Cover

Decked out with lights, sirens and equipment our UTV is ready to respond. This unit has been used for the Tinsel, Treat & Trolley event when a smaller vehicle can be used for traffic operations in the tighter parking areas. It is equipped with medical equipment and a stokes basket used to move patients from areas where larger vehicles may not be able to reach.

Interviews

We are currently beginning the interview process to fill the vacant 24/7 firefighter position which was held by Brandon Holmes. Brandon took a position with the Holland Township Fire Department which is 25 miles closer to his home. We have received 12 applications for the position, six of which meet our requirements.

Executive Director Report

Ada History Center – Kristen Wildes

February 2025

Week of February 3

- Display - worked on the new exhibit: situating display furniture, selecting artifacts, writing labels, edits with Spaces to Experiences, etc.
- Collections - worked with Gary on photo collection and Karey on new accessions. Worked *extensively* on clean up and backlog of collections management. *So much to do in Jan & Feb!*
- Admin - submitted monthly report to Julius. Met for lunch at Zeytin with the programs committee. Met with Aleisha about gardening matters for the year ahead. Met with fundraising committee about planning for the special campaign. Worked with Karey on volunteer coordination. Revised draft of docent guidebook and set date for docent training for new exhibit. Provided info about the Ada Ladies Literary Club. Working with FastSigns to tweak two estimates for upcoming sign projects.
- Publicity - made two posts about March 1 opening of the new exhibit and a post with an 1870-71 Ada business directory. The Our Home Ada issue came out with AHS as the cover feature! Reviewed copy for next AdaView. Emailed about History Hounds lectures to our membership.

Week of February 10

- Display - made final tweaks to the upcoming exhibit before installation.
- Collections - spent the majority of the week on the detailed work of processing backlog collections. Worked with Gary S. on photo collection and Karey on new accessions. Working to transfer our many surplus phonograph cylinders to new homes, both private and to Sunfield and Ionia Historical Societies.

- Admin - met with Don about Lowell Ledger research. Worked with Gary S on tech issues and called Phil at Hist Soc of MI to discuss potential email service options for small museums. Met with Marie and Sandy C. to develop our April lecture. Helped prep board packets and attended the February board meeting. Worked with Karey on volunteer coordination overall and the Extravaganza set up. Working with FastSigns on estimates and secured approval from township for renewal of historic panels in the village and installation of a new garden series on our campus, as part of the upcoming campaign. Worked with fundraising committee on the upcoming campaign. Prepped documents for docent training before the new exhibit. Working with Brian Collins on an article for Michigan History Magazine about Kreigh Collins. Working with the Ada Beef family and Ada Parks on an historic panel for the silos at Roselle Park. Processed donations to the year-end appeal and the upcoming special campaign.
- Publicity - made social media posts about the demo of the house at Bronson & Teeple, Valentine's greetings, and two posts about the upcoming exhibit. Met with Gary B about new full-year social media series to align with the new exhibit. Received and printed flyer for May's vintage baseball game. Reviewed and provided edits for our article in the next AdaView.

Week of February 17

- Display - hip hip hooray it was install day! Spaces to Experiences came to deliver and install the elements they created. I've been tweaking and working on the additional elements to finalize the new temporary exhibit, CHANGE.
- Collections - lots more work on collections backlog, rectification, and new accessioning. Still moving collections mountains one teaspoon full at a time. Worked with Karey on new artifacts.
- Admin - met with Gary B. Worked with Gary S. on installing the new computer he donated. Prepared for, set up for and attended the capital campaign launch. Attended part of the DDA's strategic planning session. Hosted the DAR's meeting. Talked with Karey about volunteer coordination. Had photographer from DiscoverAda come take photos. Met with Liz F about research for cemetery tour. Worked with Barb on final edits to the Case for Support. Responded to several email requests with historic info on properties, interest in volunteering, questions about archeology, interest in me hosting a PastPerfect clinic for Plainfield Historical, and other projects. Responding to requests from bands to play at Music on the Lawn. Communicated with Kim from ABA about a few matters.
- Publicity - made social media posts about: President's Day, 2 about the upcoming exhibit, install day for new exhibit and newly donated computer, and a thank you for the happy hour. Emailed membership about happy hour campaign launch and about upcoming photography exhibit in Roselle Park.

Week of February 24

- Display - worked on and finalized installation of the new exhibit, CHANGE. Had to have one panel re-printed. Worked with Marilyn T. to extensively clean the exhibits in preparation for re-opening.
- Collections - worked on more backlog, accessioning, and organization in collections management. Worked with Karey on new accessions.

- Admin - attended programs meeting. Spoke with artist about potential art project for Ada. Photographed icehouse at McCabe and 4-Mile. Worked with Gary on tech upgrades, new computer installation. Met with Karey about volunteer coordination. Griffin pest management came for service. VP&L came to service our HVAC. We are looking into the possibility of better regulating the temp and humidity in the archival storage - more to come. Prepared for and hosted docent training with Karey. Received several donations and applications for volunteering.
- Publicity - made social media posts about re-opening to visitation with the new exhibit CHANGE and about the icehouse at McCabe & 4-Mile. Sent Month@theMuseum email for March to publicity contacts. Sent History Hounds lectures for March email to members.

Memo

To: Julius Suchy, Township Manager
From: Stephanie Boerman, Assessor *SB*
Date: March 4, 2025
Re: Assessing Department Update

Comments: 2025 Valuations for the Agricultural, Residential, Commercial, Industrial and Personal Property Classes have been set.

The 2025 March Board of Review Organizational meeting was conducted on Tuesday March 4, 2025 at 8:00 am. The assessment roll was handed over to the Board of Review at this meeting and any changes to the assessment roll now have to be made through the Board of Review process. The appeal dates are set for:

- Monday March 10, 2025 9:00 am to 4:00 pm: Appeal Hearing
- Wednesday March 12, 2025 1:00 pm to 9:00 pm: Appeal Hearing

We currently have six appointments set for the March Board of Review.

Below is an update on our active MTT cases:

- Old National Bank – Valuation Appeal. (2022 & 2023) Appeal Tax years have been combined and will be heard together. Appraisals have been completed on this parcel by both parties. Waiting for the hearing date to be set.

Thanks



March 5, 2025

Julius Suchy, Township Manager
Ada Township
7330 Thornapple River Drive
Ada, MI 49301

RE: February 2025 Monthly Utility Report

Dear Julius:

Summarized below are the activities for the wastewater and water system operations for Ada Township, February 2025.

UTILITY REPORT

ADMINISTRATIVE

- The February Monthly Operation Report (MOR) for the Grand Valley Estates water supply for the Michigan Department of Environment, Great Lakes, and Energy (EGLE) is filed on the EGLE portal.
- Coordinated work orders to change out water meters due to inaccessibility around houses or nearing the end of their lifespans.
- Continued to work through items for the water and sewer rate study.
- Ordered the new mag meter for the booster station and started coordination efforts with Allied Mechanical for installation. Some piping will need to be changed as the meter length has changed. An electrician will also be needed to disconnect and reconnect when completed.
- Received the 2025 monitoring report for drinking water samples. EGLE has reduced the lead and copper samples to one round of 40 sites due in the summer. Prior to the sampling period we will be updating the lead and copper sample site plan due to multiple homes not wanting to participate as well as several homes were recently rebuilt.
- Conversations with building owners at 4850 and 4870 East Fulton as to where nearest water and sewer hook up is located for possible connections.

WASTEWATER OPERATIONS

- Conducted routine lift station checks/maintenance on February 14 and 28, 2025.
- Met Kennedy Industries at West Fulton lift station to reprogram drives. We've had problems with a pump failure after the generator self-tests on Wednesdays.
- Met multiple contractors on site at Spaulding Lift Station due to failures.
- Worked with Lee's Trenching and Diane in the Utility Department on sewer hook up fees and water connection to 7390 Thornapple River Drive.

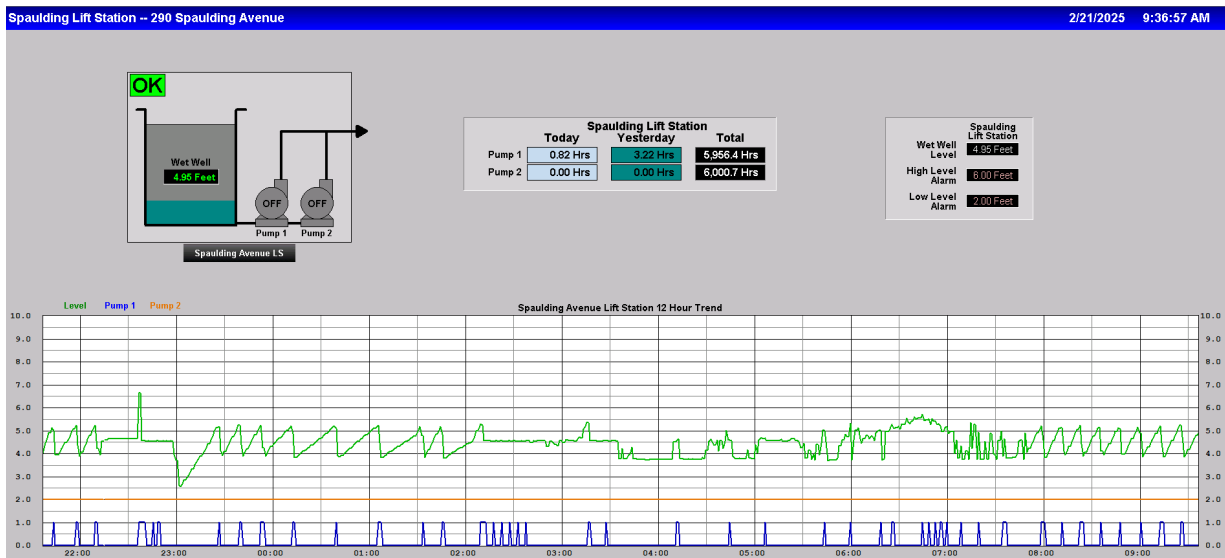
2960 Lucerne Drive SE, Suite 100
Grand Rapids, MI 49546
P: 616.588.2900
F: 616.977.1005
www.fv-operations.com

WATER OPERATIONS

- Collected routine water bacteria samples.
- Completed routine Miss Digs in Ada Township and Grand Valley Estates.
- Found ground water infiltration in basement at Nona's Trattoria. Customer was concerned it was a water service leaking.
- Fire in the Grand Valley Estates water system. The programming worked wonderfully when the fire department started drawing water from a hydrant both well pumps turned on at full pumping capacity to keep the tower full. Staff pumped down the fire hydrant upon completion.
- Worked with Amway to replace one of the water meters at the Spaulding facility that was no longer functioning.

EMERGENCY CALLS/OUT-OF-SCOPE

- Report of water main break at Forest Hills Central High School at 5901 Hall Street. Communicated with caller to determine it was a sewer back up at Forest Hills Northern High School.
- Met City of Grand Rapids on site at the water tower on Ada Drive to physically reset their modems in the pit.
- Spent multiple days and nights at the Spaulding lift station due to failures. We've monitored the incoming power for one week. Now we are monitoring the power inside the panel for one week. We are looking for power fluctuations that could be causing the problems we've been experiencing since January 20th.
- We are also working with Amway testing the wastewater coming into the Spaulding Lift Station because we are seeing many foam events causing high level then low-level alarms. Below is an example of what we are experiencing through the night with the amount of foam we are receiving. Besides Amway and Trace 3 there are only residential accounts on this station. Trace 3 has been done with the cleaning process for a couple of weeks because we thought that could be a source.



Sincerely,

F&V OPERATIONS AND RESOURCE MANAGEMENT, INC.

Stephanie M Kozal
Grand Rapids Area Manager | Associate



X. ADJOURN MEETING