



ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS
MONDAY, MAY 19, 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 APRIL 16, 2025, SPECIAL WORK SESSION
- IV. APPROVAL OF MINUTES OF APRIL 21, 2025, SEMI-ANNUAL INFORMATIONAL MEETING
- V. APPROVAL OF MINUTES OF APRIL 21, 2025, REGULAR MEETING
- VI. UNFINISHED BUSINESS
 - a. None
- VII. NEW BUSINESS
 - a. Contract Review and Approval for Farmer's Market Manager
 - b. Parking Plan Proposal Review: Fishbeck
 - i. Director John Said
 - ii. Director Kevin Austin
 - iii. Jon Forster: Fishbeck
 - c. Strategic Planning: Key Objectives Update Review and Approval
 - d. Cascade Community Foundation Funding Request: Enterprise Workshop Series
 - i. Justin Swan CCF
 - e. Love your Local Branding Review
 - f. Emergency Irrigation Repair
 - g. Tara Heerspink Contract Extension Proposal

- i. Tara Heerspink
- ii. Director Austin

h. Economic Survey Discussion

VIII. REPORTS AND COMMUNICATIONS

- a. Financial Report 4/30/25
- b. DDA Director Report
- c. Farmers Market Manager Report – Raquel Valverde
- d. Township Department Head Staff Reports

IX. BOARD MEMBER COMMENT

X. PUBLIC COMMENT

XI. ADJOURN MEETING



ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
MINUTES OF APRIL 16, 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, April 16, 2025, at 8:30 a.m. at the Amy Van Andel Library, Community Room #2, 7215 Headley St SE, Ada, MI.

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:36 a.m. by Chair Knapp.

BOARD MEMBERS PRESENT: Cloutier, Harrison, Idema, Knapp, Frost, Vogl, Korth, Coe, Turan (8:39am)

BOARD MEMBERS ABSENT: None

STAFF AND OFFICIALS PRESENT: Austin, Suchy, Treasurer Moran,

PUBLIC PRESENT: None

II. APPROVAL OF AGENDA

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

III. UNFINISHED BUSINESS - none

IV. NEW BUSINESS

a. Goals & Objectives Work session #2

DDA Director Kevin Austin instructed the DDA that they were to review the Draft Key Objectives and Goals, as had been constructed following the past 2 Strategic Planning Sessions and provide recommended revisions prior to moving to approve and adopt the guiding policy. Director Austin led them into the first section of the Draft with the “Stop, Start, Continue” exercise.

Idema mentioned that we should remove the “instead” in reference to events because that sounds too declarative instead of leaving room for evaluating valuable opportunities.

Coe stated that a Buy Local Campaign is an expression of the goal of supporting DDA Businesses.

Director Austin asked the DDA Board to discuss Objective 1 and evaluate any modifications.

Harrison noted that we should keep a point of focus that we are accountable to key property owners in the DDA.

Tom Korth stated that he likes the focus but doesn’t want to show favoritism.

Jeremy Frost stated that we should keep accountability with all property owners and emphasize continuous communication.

In discussing Objective 2, the board started focusing on Beers at The Bridge.

Idema noted that she would like to remove the term “image-building” from the BATB reference and maybe change to a “community bonding” focus.

Vogel stated that we should add better language than “don’t mess with the core”, such as “retain the character of the event”.

Idema asked what the “outside vendors” point entails.

Director Austin clarified that they may have discussed whether they should be deliberate about attracting outside vendors or not putting resources toward that end.

Coe stated that maybe they should state that they want to maintain the vibrancy of the event.

In referencing the Farmers Market point the board indicated that we should revise the language of the first point that it is well-managed but always looking to improve.

The board began discussion on the Winter Wonderland initiatives.

Korth stated that we should provide a point to state that we are deliberately looking to assess the impact of this event on the DDA.

Turan stated that we should continue funding this event and the installations connected to it as it has a significant benefit to placemaking in the village.

Harrison asked if there is a space in the park where businesses can sponsor a tree display and asked if there are additional spaces to activate for the holidays.

Korth mentioned that once Covered Bridge Park is finished, it will provide a significant space for activation.

Cloutier mentioned that the downtown area has very few spaces and activities for families.

The board began discussion on the Support Local Campaign.

Idema noted that the current statements could be consolidated to express the need to implement and sustain this initiative.

Suchy noted that the statements under this campaign shouldn’t have specific timelines and deadlines.

Idema asked if the ownership of this campaign is up in the air or if one entity is driving it.

Suchy noted that the ABA focuses on the whole township while the DDA is a much more specific location, therefore the DDA should lead and coordinate strategic assistance from the partners.

Korth stated that the DDA is much more complex an entity than the other partners, therefore we need to be considered the lead and delegate roles to our partners.

Coe noted that the DDA utilizes the public purse and therefore should be more accountable as the leadership.

In discussing Objective 3 Beautification and Placemaking, Turan noted that specific timing statements are useful for physical alteration.

Frost noted that timing helps with accountability.

The board began discussion on Objective 4 Public Investment and Maintenance.

Idema asked if the sub notes are more for internal references or if they are useful for the public.

Moran asked if the key objectives are for reviewing progress annually or if they are meant to be more long term.

Harrison stated that they are a good way to evaluate progress in the short term over the year and then refine after the year has concluded.

The board stated that the Pedestrian Infrastructure Investment point is well written and captures the vision that the DDA has regarding this goal.

Director Austin stated that he would edit the document to include the board revisions and bring it to them for review at the DDA meeting on May 19.

V. BOARD MEMBER COMMENT

Harrison stated that he is very thankful for the continued care and investment that all board members have made in this process of refining and defining our goals.

Idema asked Director Austin if he wanted them at the Ribbon Cuttings.

Director Austin stated that he only sends out invites to the ones occurring in the DDA and if they are available then he would like the board members to make it.

VI. PUBLIC COMMENT – None

VII. ADJOURN MEETING

Moved by Harrison, supported by Turan, to adjourn the meeting at 10:02 a.m. Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE APRIL 21, 2025, SEMI-ANNUAL INFORMATIONAL MEETING**

DRAFT

A Semi-Annual Informational Meeting of the Ada Township DDA Board was held on Monday, April 21, 2025, at 8:00 a.m. at Ada Township Office, 7330 Thornapple River Dr. SE, 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: Cloutier, Frost, Idema, Knapp, Korth, Turan, Vogl

BOARD MEMBERS ABSENT: Coe, Harrison

STAFF AND OFFICIALS PRESENT: DDA Director Austin, Planning Director Said, Township Manager Suchy, Administrative Assistant Buckley, Farmers Market Coordinator Valverde, Chief Murray, Clerk DeMarco, Treasurer Moran

OTHERS PRESENT: 2 members of the public

II. APPROVAL OF AGENDA

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

III. UNFINISHED BUSINESS – none

IV. NEW BUSINESS

a. Presentation on DDA Events and Projects

Austin stated that Public Act 57 of 2018 stipulates that Downtown Development Authorities hold two informational meetings annually. Informational meetings are meetings held for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. They are not for the purpose of voting on policy, budgets, or other operational matters. The informational meetings may be held in conjunction with other public meetings of the authority or municipality. Prior to the informational meeting, a notice must be sent out to each taxing jurisdiction that has taxes that are subject to capture by the authority. The Ada Township DDA only captures taxes from Ada Township. All other taxing jurisdictions opted out of the tax capture.

Austin anticipates the second required informational meeting will be held prior to October 20 regularly scheduled meeting.

Austin said he included in the packet a summary of the 2025-26 DDA events and projects. The outline covers what has taken place and what is in process. He briefly went over the series events, meeting dates, projects (tree risk assessment has been completed), contracts, and staff support (recruiting part time summer interns).

V. BOARD MEMBER COMMENT

Supervisor Korth shared that he appreciates the job Austin is doing and Turan added that Austin's work on his relations and communication with the DDA members really shows through and it helps a lot.

VI. PUBLIC COMMENT – none

VII. ADJOURNMENT

Moved by Vogl, supported by Idema, to adjourn the Semi-Annual Informational Meeting at 8:05 a.m. Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF APRIL 21, 2025, REGULAR MEETING, 8:00 A.M.**

DRAFT

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, April 21, 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: Cloutier, Frost, Idema, Knapp, Korth, Turan, Vogl

BOARD MEMBERS ABSENT: Coe, Harrison

STAFF AND OFFICIALS PRESENT: DDA Director Austin, Planning Director Said, Township Manager Suchy, Administrative Assistant Buckley, Farmers Market Coordinator Valverde, Chief Murray, Clerk DeMarco, Treasurer Moran

PUBLIC PRESENT: 2

II. APPROVAL OF AGENDA

DDA Director Austin pointed out there was an item missing from the agenda and requested to add item, V. e., Consider Strategy for Placement and Selection of Streetscape Fixtures.

Moved by Vogl, supported by Idema, to amend agenda to include item V. e. Motion carried.

III. APPROVAL OF MINUTES OF MARCH 10, 2025, REGULAR MEETING

Moved by Korth, supported by Turan, to approve the March 10, 2025, Regular Meeting minutes. Motion carried.

IV. UNFINISHED BUSINESS - none

V. NEW BUSINESS

a. RRR Lawn and Landscape Multi-Year Contract Proposal

Austin said in 2023 and 2024, the DDA partnered with RRR Lawn and Landscape, and their performance has been consistently strong, meeting and often exceeding expectations. The DDA reaffirmed this partnership by awarding RRR the 2025 streetscape planting contract (for one year) in the amount of \$52,163.83.

Austin informed that RRR Lawn and Landscape has proposed a two-year extension to the 2025 contract, covering the 2026 and 2027 planting seasons. Their proposed pricing structure ensures a maximum 5% increase per year:

- 2026: \$54,772.01
- 2027: \$57,510.62

Austin noted that given the DDA's satisfaction with RRR Lawn and Landscape's performance in 2023 and 2024, and the benefits of locking in reliable service at a predictable cost, staff recommends adopting the proposed contract extension for the 2026 and 2027 planting seasons. Note that contracted services in 2025 rose by 28.9% compared to last year. We did include additional plantings in this year's contract, however, there were also substantial price increases. The DDA will retain the ability to cancel the contract according to the cancellation contract included in the packet.

DDA members concurred that RRR has been doing a good job.

Moved by Korth, supported by Frost, to extend the Village Streetscape Maintenance & Flower Planting Services contract awarded to RRR Lawn and Landscape for an additional two-year period not to exceed \$54,772.01 in 2026 and \$57,510.62 in 2027, and to permit the DDA Director to revise and execute the contract. Motion carried.

b. Parking Plan RFP Review
i. Planning Director John Said

Planning Director Said stated that this item is brought before the DDA Board for support to proceed with the distribution of an RFP for the parking plan. This plan has been a collaborative effort by Julius Suchy, Kevin Austin and Said to assemble the plan for RFP (Request for Proposal).

Said made note that we previously pursued the idea of a parking study, but this particular approach is a more strategic one. While there will be a component that assesses existing parking, the emphasis will be one of developing a forward-looking strategy based on existing and planned parking resources in the Village area. This approach will allow for a more well-planned effort on parking management and planning for the future. Said is hoping to have a consulting company in place by this summer.

Supervisor Korth said the request was presented to the Township Board at the meeting on April 14 and the Board was interested to get the RFP out there and see what came of it, with time being the essence and hoped the DDA would agree.

Following brief DDA discussion, it was moved by Turan, supported by Korth, to approve the RFP as presented. Motion carried.

c. MOTL Sponsorship Approval

Austin said the DDA budgeted \$2,500 for sponsorship in support of the Music on the Lawn Summer Concert series presented in partnership with Ada Parks & Rec and the Ada Historical Society. In recognition of DDA support, Austin highlighted what the Hometown Hero Sponsorship level includes: social media marketing materials, host a booth and banner displayed at Legacy Park, on-stage announcement recognition, and sponsorship recognition in the Adaview; as well as, aligns with the DDA goals and objectives.

Moved by Idema, supported by Cloutier, to approve \$2,500 sponsorship for the 2025 Music on the Lawn Summer Concert Series and authorize the DDA Director to submit the sponsorship form with payment to Ada Township Parks & Recreation.

d. Beers at the Bridge Operational Budget Review

On 3/10/2025, the DDA board approved a reduction in BATB dates to a total of 2 for 2025. This has had an impact on the traditional budget breakdown but has been reflected in the provided budget. Through continued dialogue with business representatives and community stakeholders, staff sought to find opportunities to further incorporate the village commercial businesses into the event space. One of the proposed options to increase collaboration and holistic benefits to the event space was to eliminate the Grub Sponsorship fees and Promotional Vendor Fees for businesses that are within the DDA district. This option was presented and approved by the committee at their last meeting. Austin referred to the event budget that has been created with this sponsorship modification applied.

Austin went over event budget highlights: entertainment costs are locked in at \$3,700, hoping to get Union Bank for cup sponsor (3,900 cups left from last year), security costs, equipment rentals, and beer purchase. Austin recommended to the BATB Committee to consider using Seyferth PR for design & promotional materials and media relations to assist in the 10-year anniversary of the event, which the committee approved.

Moved by Knapp, supported by Turan, to approve the Beers at the Bridge budget as outlined in the event management plan and memo and authorize the DDA Director to process invoices and contracts for services listed in the event management plan. Motion carried.

e. Consider Strategy for Placement and Selection of Streetscape Fixtures

Austin briefed that a tentative layout for streetscape furniture, trash receptacles, and flower pots was developed by Manning Design in 2022. However, the implementation of this plan was delayed and ultimately paused due to several factors. Given the past factors, Austin is seeking additional feedback from the DDA regarding the streetscape furniture and trash receptacle plan. With updated budget considerations and current staff capacity, we would like to discuss a potential layout and determine how to proceed with the plan in a way that aligns both aesthetic goals and budgetary constraints.

Austin went over the points to consider and discuss as well as placement maps (for trash receptacles, benches, various sizes and styles) for the DDA to review.

There was extended DDA discussion regarding different types of trash receptacles and locations for placement (options on Ada Drive, Headley, Bronson, River St.), possibility of offering recycling, the current/existing benches and materials used, the types of materials used in general, and to consider the possible opportunity for bench sponsorship.

Cloutier and Idema offered to do a walking tour for visual concept and give their comments.

Austin concluded that there is no motion requested and said he will move forward with the feedback and direction received. He will continue to review and discuss with BFG and will share an updated proposal with the DDA at a later date. Austin noted that he will reach out to DDA members, BFG, and Parks & Rec to form a small committee regarding this matter.

VI. REPORTS AND COMMUNICATIONS

- a. Financial Report 3/31/25** – last one for the 24-25 fiscal year
- b. DDA Director Report** - Austin briefly summarized a few items in his report
- c. Farmers Market Manager Report – Raquel Valverde**

Raquel Valverde provided Farmers Market updates for the month of March. They had a committee meeting and discussed: the status of the SNAP application (which she informed was recently approved), vendor applications (25 returning vendors & 7 new vendors), the lineup of food truck vendors, and the upcoming construction by Ada Family Dental (next to the market). Valverde noted that layout plans for the construction are being coordinated with the contractor to minimize disruptions during the market season.

Valverde went over the vendor lineup and map of 19 seasonal vendors, 13 daily vendors, 3 community vendors, farmers market booth and 7 food trucks. She finalized 3 different flyers and distributed them around the community.

Cloutier mentioned it would be a good idea to contact Amway personnel regarding the food truck opportunities for lunch. Valverde said she will contact Amway to let them know.

d. Complete Streets Pilot Program

Austin said that Grand Valley Metro Council reached out to Planning Director Said notifying Ada of a pilot project program they did in a few other communities. Austin thought this would be valuable to have the DDA review and discuss.

Austin explained that the program looks for places to implement temporary complete street installations to monitor and help provide safer pedestrian crossings. The program would allow them to make very affordable installations at key junctures with higher volumes of pedestrian crossings. Austin went over demonstration pictures included in the packet and said that his intention is the DDA seek out temporary installation (about \$1,500 in paint & pylons) at Bronson Street & Ada Drive, and at Fase Street & Thornapple River Drive.

Austin said he reached out to the Kent County Road Commission about the program but wanted to discuss with the DDA on whether they wished to pursue. Austin clarified that this is not a proposal for the DDA to motion on and/or endorse at this time, it is being introduced for their review and discussion/feedback.

Township Manager Suchy noted that Ada has submitted a pedestrian safety plan to Kent County Road Commission and is awaiting feedback from them.

The program concept was received well by the DDA Board.

- e. DDA Financial Report, February 28, 2025** – no additional comments
- f. Township Department Head Staff Reports** – no additional comments

VII. BOARD MEMBER COMMENT - none

VIII. PUBLIC COMMENT - none

IX. ADJOURN MEETING

Moved by Turan, supported by Korth, to adjourn the meeting at 9:42 a.m. Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb



MEMORANDUM

Date: 5/12/25

TO: Downtown Development Authority Board Members
FROM: Kevin Austin, DDA Director
RE: Review and Confirm Farmers Market Manager Contract for 2025 Market

Background:

On April 28th CEDAM AmeriCorps informed me that the funding for Raquel Valverde's service position with us had been terminated by the Department of Government Efficiency (DOGE). The AmeriCorps leadership had assumed that funding to complete the current contract year was ensured. However, on April 28th the State Level agency responsible for AmeriCorps funding distribution informed them that they must halt all service activities immediately. There was no assurance given that this program would be permitted to commence again and the lack of predictability necessitated evaluating other options.

To ensure good operational continuity and to minimize negative effects on the current farmer's market season, Thursday May 1st I began discussing a potential contract for Raquel Valverde as our Farmer's Market Manager with our Township Manager Julius Suchy and the DDA Chairman Knapp. Following those discussions, I extended a contract to Raquel Valverde. The details of the contract are provided below. I utilized previous contracts and comparable references provided by Michigan Farmers Market Association (MFMA) to construct the wage allocation. In speaking with Raquel Valverde, she expressed that the previously planned mid-august completion date for her program was desirable in relation to follow-on career plans. I discussed and proposed an August 31, 2025, contract end date to align with previous planning and allow us the opportunity to continue discussion on a future farmers market manager position.

Contract Summary:

- **Position Title:** Farmers Market Manager
- **Employment Type:** Contract Based
- **Start Date:** May 05, 2025
- **Duration:** 4 months
- **Compensation:** \$19.00 per hour, paid bi-weekly, not to exceed \$9,120.00 for 480 hours total during the duration of the agreement.
- **Hours of Work:** Average of 30 hours per week or less from the months of May through the end of August for the purpose of managing the Market on Tuesdays and all related work necessary for the continued operation of the Market.

- **Reporting To:** DDA Director Kevin Austin

Key Terms and Conditions:

- **Independent Contractor:** The Market Manager is hereby retained as an independent contractor to provide those services set forth herein. The DDA is not responsible for and will not make any payroll withholdings, including but not limited to, social security and payroll tax, from the amounts paid to the Market Manager. The DDA is not responsible for and will not provide any health, life, worker's disability, unemployment, liability or any other insurance or benefit to the Market Manager.
- **Non-Assignable:** The Market Manager shall not assign its duties, responsibilities, obligations or rights under this Agreement without the written consent from the DDA Director.
- **Termination:** This agreement may be terminated with or without cause in the sole discretion of the DDA, acting through the DDA Director. Termination must be in writing. Upon notice of termination, the Market Manager shall submit to the DDA hours billed from the preceding invoice to the date of the notice of termination (the "Final Invoice"). The DDA shall pay the Final Invoice in accordance with Section 3 of this Agreement.
- **Waiver:** Any waiver of this Agreement must be signed in writing by the DDA and the Market Manager. A waiver of any of the terms of this Agreement shall not be construed as a waiver of any subsequent breach of the same or any other terms and conditions of this Agreement.
- **Conditional Execution and Board Approval:** This Agreement is being executed by the Director of the Downtown Development Authority ("DDA") due to unusual or exigent circumstances requiring immediate action. Notwithstanding such execution, this Agreement shall be deemed *provisional* and shall not remain in full force and effect unless and until it is formally reviewed and approved by the DDA Board at its next duly scheduled meeting. If the DDA Board does not approve the Agreement, it shall be deemed null and void as of the date of such disapproval, and neither party shall have any further rights or obligations hereunder, except for compensation or benefits earned or accrued up to the date of disapproval.

Budgetary Implications:

For the FY 25-26 budget, the DDA allocated \$13,000 to contract services for the Farmers Market. This forecast included the possibility for another \$10,000 AmeriCorps Service Member to fulfill this role after Raquel had completed her service year. We have the funding within contract services currently to cover the proposed contract; however, a future Farmers Market Manager position would likely require reevaluating the budget allocation to provide for another person to finish the fiscal year and provide more continuity for the township and the position.

Conclusion:

The unfortunate cessation of funding for the AmeriCorps program has posed a challenge for many communities and service members that had service contracts until August of 2025. This unfortunate action necessitates that the DDA evaluate options to ensure our current Farmers Market season is coordinated with the continuity of personnel that have been integral in planning and coordinating it. I did include language in the current contract that makes it provisional until the DDA board is able to review and approve it. If the DDA Board does not

approve the Agreement, it shall be deemed null and void as of the date of such disapproval, and neither party shall have any further rights or obligations hereunder, except for compensation or benefits earned or accrued up to the date of disapproval.

The full professional service agreement with responsibilities and duties can be found attached to this memo.

Recommendation:

Staff recommend approval of the Ada Township Professional Service Agreement for a Farmers Market Manager and asks for authorization for the DDA Director to execute the contract with Raquel Valverde as the Market Manager until August 31, 2025.

Requested Motion: Motion to approve the Ada Township Professional Service Agreement as presented and authorize the DDA Director to execute the contract with Raquel Valverde as the Market Manager until August 31, 2025.



Ada Township Professional Service Agreement

This Service Agreement (the “Agreement”) is made and effective as of May 13, 2025 (the “Effective Date”) by and between Ada Township Downtown Development Authority (the “DDA”), a public body corporate, and Maria Raquel Valverde, an individual, who is being retained as an independent contractor to serve as the manager (the “Market Manager”) for Ada Township’s Farmers Market (the “Market”).

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is acknowledged, the parties agree as follows:

1. **Contract Duration:** This Agreement shall become effective May 05, 2025, and end on August 31, 2025.
2. **Independent Contractor:** The Market Manager is hereby retained as an independent contractor to provide those services set forth herein. The DDA is not responsible for and will not make any payroll withholdings, including but not limited to, social security and payroll tax, from the amounts paid to the Market Manager. The DDA is not responsible for and will not provide any health, life, worker’s disability, unemployment, liability or any other insurance or benefit to the Market Manager.
3. **Compensation:** The Market Manager shall be paid \$19.00 per hour, not to exceed \$9,120.00 for 480 hours during the duration of this Agreement. Compensation shall be paid bi-monthly. Market Manager shall submit bi-monthly hours to the DDA Director on the last day of a two-week period via invoice (the “Invoice”). The Market Manager shall be paid within 1 week of submitting the Invoice.
4. **Hours:** The Market Manager may work an average of 30 hours per week or less from the months of May through the end of August for the purpose of managing the Market on Tuesdays and all related work necessary for the continued operation of the Market. This is calculated as 30 hours per week needed to operate and attend the Tuesday Market Day, with additional hours for training, administration, and marketing.
5. **Responsibilities and Duties:** The Market Manager has the following duties and responsibilities:
 - a. **Stakeholder Relations:** Maintain and develop relationships with vendors, customers, and contractual parties including but not limited to: community churches; Ada Township and Forest Hills business community; Kent District Library and its branch manager; Township staff, and Farmers Market sponsors.

- b. **Budget and Financial Records:** Develop an annual budget for the Market in conjunction with the DDA Director. Maintain accurate records of all financial transactions and be responsible for all deposits and disbursements related to said duties.
- c. **Management:** Recruit, train, and schedule volunteers; manage Market opening, closing and operations while open; manage vendor participation and adherence to Market rules; manage a Farmer's Market Summer Intern, "Music in the Market", and additional programming when applicable.
- d. **Vendor Recruitment:** Develop and carry out a vendor recruitment effort to expand the number of vendors and the mix and variety of product offerings at the Market.
- e. **Marketing:** Develop and implement a marketing and promotional plan and budget, including a robust social media and internet presence. Find and recruit sponsors for the Market to be signed by the DDA. Identify alternative funding sources, including but not limited to, grants, sponsorships, and fundraising opportunities.
- f. **Emergency Action Plan:** Work with DDA Director to develop and maintain an Emergency Action Plan ("EAP") with input from local law enforcement and fire department. The Emergency Action Plan should address weather emergencies; medical emergencies; acts of violence/dispute resolution emergencies; and pandemic related emergencies. The EAP must be approved by the DDA Director. Copies of the EAP shall be distributed to each Vendor participating in the Market.
- g. **Farmers Market Committee:** Establish a Market committee consisting of, but not limited to: DDA staff, board members, community partners, sponsors, and vendors; facilitate committee meetings to gather recommendations for Market policies/procedures as well as guide a strategic planning effort for the upcoming season and beyond.
- h. **Monthly Meetings:** Market Manager will be expected to meet with the DDA Director monthly to review Market activities and address any arising concerns. Scheduling to be based on mutual availability reflected in both parties' calendars.
- i. **Farmers Market Proposal:** Develop Market proposal, on an annual basis, to include plans for managing the following areas of this contract, including but not limited to stakeholder relations, vendor & volunteer recruitment, market programming (including the expansion of existing programs), along with the development and execution of a marketing and promotional plan, and an emergency action plan. Additional items to be determined by the Market Manager.
- j. **Additional Reporting Requirements:** Submit a monthly report to the DDA Director to be included in the DDA Board packet each month; specific items to be included will be determined by the Market Manager, varying based on monthly Market activities. This report is to be submitted to the DDA Director each month at least one week prior to the DDA board


meeting. Develop and present an annual end-of-season report to the DDA Board at its public meeting in December or January.

6. **Contract:** Only the DDA Director is authorized to execute contracts relative to the Market on behalf of the DDA in accordance with DDA-adopted policies and requirements.
7. **Non-Assignable:** The Market Manager shall not assign its duties, responsibilities, obligations or rights under this Agreement without the written consent from the DDA Director.
8. **Termination:** This agreement may be terminated with or without cause in the sole discretion of the DDA, acting through the DDA Director. Termination must be in writing. Upon notice of termination, the Market Manager shall submit to the DDA hours billed from the preceding invoice to the date of the notice of termination (the “Final Invoice”). The DDA shall pay the Final Invoice in accordance with Section 3 of this Agreement.
9. **Governing Law:** This Agreement is being executed and is intended to be performed in the State of Michigan, and it shall be construed and enforced in accordance with, and the rights of the parties shall be governed by, the laws thereof. Venue is in Kent County, Michigan.
10. **Waiver:** Any waiver of this Agreement must be signed in writing by the DDA and the Market Manager. A waiver of any of the terms of this Agreement shall not be construed as a waiver of any subsequent breach of the same or any other terms and conditions of this Agreement.
11. **Entire Agreement:** This Agreement sets forth the entire agreement and contract between the DDA and Market Manager. The language of this Agreement will be construed as a whole according to its fair meaning and not construed more strictly for or against either party.
12. **Severability:** If a court of competent jurisdiction finds any provision of this Agreement invalid or unenforceable, then that provision shall be deemed severed from this Agreement. The remainder of the Agreement shall remain in full force and effect.
13. **Governmental Immunity:** Nothing in this Agreement is intended to limit the DDA’s governmental immunity to the extent otherwise permitted by law.
14. **Counterparts:** This Agreement may be executed simultaneously in two or more counterparts, each of which will be deemed an original and all of which together constitute one and the same instrument. It is not necessary that all parties execute any single counterpart if each party executes at least one counterpart.
15. **Conditional Execution and Board Approval:** This Agreement is being executed by the Director of the Downtown Development Authority (“DDA”) due to unusual or exigent circumstances requiring immediate action. Notwithstanding such execution, this Agreement shall be deemed *provisional* and shall not remain in full force and effect unless and until it is formally reviewed and approved by the DDA Board at its next duly scheduled meeting. If the DDA Board does not

approve the Agreement, it shall be deemed null and void as of the date of such disapproval, and neither party shall have any further rights or obligations hereunder, except for compensation or benefits earned or accrued up to the date of disapproval.


Kevin Austin,
Ada Township DDA Director

May 13, 2025


Maria Raquel Valverde

May 13, 2025



MEMORANDUM

Date: 05.14.25

TO: Township Board and Downtown Development Authority (DDA) Board
FROM: Julius Suchy, Township Manager
John D. Said, AICP, Director of Planning
Kevin Austin, DDA Director
RE: 2025 Strategic Parking Plan – Fishbeck Proposals – Request for Approval

Background and Summary

The attached **proposal was received from Fishbeck (the “consultant”) to complete a Strategic Parking Plan for Ada’s Central Business District, in response to the** Request for Proposals (RFP) distributed in April (after its approval by the Township Board and DDA Board). The copy of the Proposal attached is provided for your review. DDA Director Kevin Austin has reviewed the attached proposal and provided additional highlights on items found to be particularly relevant for the DDA and the township. Yellow highlights on the proposal are annotated by Director Austin and not the firm.

Highlights of the Proposal’s response to key RFP points are noted as follows:

Existing Zoning Ordinance

The RFP notes that the Township “encourages exploration of the parking and PVM requirements...as part of this Plan, in order to allow...recommendations for future policies around parking.” The consultant’s Proposal notes that they are partnering with planning consultants McKenna for analysis of existing zoning and development regulations, and ultimately to **develop a “zoning and land use regulation action plan”** with recommendations regarding Township requirements.

Community Characteristics – Parking Narrative/Messaging

As explained in the RFP, the Township has worked to change the narrative around parking, especially associated with the transformation of the Central Business District to walkability and accessibility. In response, the Proposal identifies the following:

- Emphasis on a communication plan as a key component of the project.
- **Cultivating a parking system that contributes to the positive image of Ada...and is inviting to (all).**
- **A plan with tools to guide the community and to “provide credible information regarding...parking needs that can be communicated clearly to the public....”**

Conclusions and Recommendations

The RFP identifies a number of requested recommendation topics, including topics such as signage, parking supply, messaging strategies, strategies used in other communities, etc. To address these, **the consultant’s Proposal identifies a number of anticipated conclusions and recommendations for the parking study area, including the following:**

- A strategic parking plan for implementation, including goals and priorities.
- Identification of current and future parking needs that can be communicated to the public.

- Maximize parking area use and use and occupancy to limit paved areas and promote a “park once” mindset.
- The Proposal also identified similar parking projects done in other communities in Michigan and three other states.

While the Fishbeck proposal was the only one submitted in response to the RFP, Staff is confident **in Fishbeck’s ability to undertake this project and provide the Strategic Parking Plan as described in the RFP. Fishbeck’s proposal also is within the amount** budgeted for this project by the Township and the DDA.

A Fishbeck representative has agreed to attend the DDA Board and Township Board meetings, to the extent that each Board may want to have the Parking Study Proposal summarized as well as ask any questions about the project.

Requested Action

Based on the consultant evaluation criteria, Staff is comfortable with this Proposal, and respectfully requests approval of Fishbeck as the selected consultant for the Strategic Parking Plan, and to authorize the Township Manager to execute the contract on behalf of the Township for this project with Fishbeck.

Strategic Parking Plan for Central Business District Area

Ada Township

May 9, 2025

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01

Letter of Interest

May 9, 2025

John D. Said, AICP, Director, Dept of Planning
Ada Township
7330 Tornapple River Drive
Ada, Michigan 49301

Proposal for Ada Township

Strategic Parking Plan for Central Business District Area

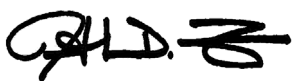
A beautiful and historic community with humble beginnings as a trading post settlement by Rix Robinson in the 1820s, Ada Village is now a vibrant and active community nestled along the Thornapple and Grand Rivers. The Village is a social and economic hub for township residents and the greater Ada, Cascade, and surrounding communities. As the Village and township have grown, parking demand and the "perception of inadequate parking" have risen at peak times during community events. Effective administration and communication of the parking situation is key to continued economic success and vibrancy of the Village businesses and destinations.

The goals outlined in the Strategic Parking Plan for the Central Business District RFP will address the need for reliable parking options for residents and visitors so that Ada Township can continue to enhance the area as a destination and further showcase itself as a vibrant and exciting place to live, work, and visit. Parking and mobility needs change over time, and great communities seek ways to support those needs in ways that are true to their nature. We appreciate the investment and attention the township is making in parking and mobility. With stewardship of the township's resources at the forefront, the decision to create an accessible, efficient, and long-lasting parking solution presents an exciting opportunity for Ada Township and the community. The Fishbeck team can bring lasting value with a strategic plan that can be implemented and accepted by the residents of Ada Township.

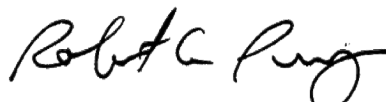
The Fishbeck team will be led by Jon Forster, CAPP, with 27 years of Parking Planning expertise, helping growing communities implement effective parking solutions. Bob Pomeroy, Senior Vice President AIA, will serve as Principal in Charge. Bob is a longtime Ada resident and advocate for everything "Ada" and the community. We have also included our trusted partner, Chris Khorey, AICP, with McKenna. McKenna possesses extensive Master Plan and Zoning Ordinance Analyses. We are committed to delivering exceptional service, outstanding technical quality, and establishing long-term client relationships.

We hope you view our submittal as the beginning of a productive dialogue in your search for a team best suited to work with the Township on your parking needs. We would greatly appreciate the opportunity to discuss further and demonstrate our qualifications and project approach. Please contact Jon (jforster@fishbeck.com, 616-330-5233) if you have any questions about our proposal.

Sincerely,



Jon Forster
Parking Mobility Planner



Bob Pomeroy
Senior Vice President



02

Qualifications

Fishbeck Overview

Fishbeck is a professional planning architectural/engineering, environmental, and construction services consulting firm that serves governmental, educational, healthcare, commercial, industrial, and private clients. Our range of services and integrated project approach **provides our clients with specifically suited, innovative designs.** We are committed to delivering exceptional service, outstanding technical quality, and establishing long-term client relationships, and our team is dedicated to providing creative, value-driven services.

Fishbeck is a Michigan-based firm headquartered in Grand Rapids with offices throughout Michigan, Ohio, and Indiana. Our staff routinely travel between multiple offices and perform site work at these states and beyond. Having a regionally dense network of offices allows us to maintain a high level of local client service and efficiency.

100%

EMPLOYEE-OWNED

17

LOCATIONS

700+

TOTAL EMPLOYEES

68

YEARS IN BUSINESS



ARCHITECTURE AND ENGINEERING

- Architecture
- Building Enclosure Commissioning
- Electrical
- Energy Assessment
- Facility Condition Assessment
- Interior Design
- Mechanical
- **Parking Planning/Design/Restoration**
- Structural
- Systems Commissioning



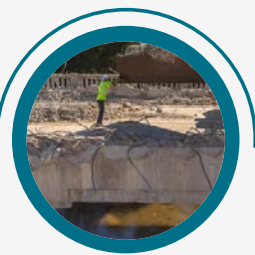
INFRASTRUCTURE ENGINEERING

- Construction Engineering/Inspection
- Geospatial Services
- Site Development
- Stormwater Management
- Traffic/TIS
- Transportation
- Wastewater Collection
- Wastewater Treatment
- Water Distribution
- Water Storage
- Water Supply/Treatment



ENVIRONMENTAL SCIENCES

- Air Quality
- Asbestos/Lead/Demolition Management
- Brownfield Redevelopment
- Environmental Management and Compliance
- Environmental Site Assessment
- Industrial Hygiene
- Remediation
- Wetland and Ecological



CONSTRUCTION

- Construction Management
- Cost Estimating
- Design/Build
- Preconstruction
- Reconstruction and Cost Reduction Studies
- Scheduling

Our Team

Fishbeck offers a local team with a full range of parking, planning, and engineering services. We share a deep commitment to project collaboration and stewardship of municipal resources. We are excited about a partnership with Ada Township and look forward to fully leveraging all resources and team members to achieve the project's ultimate success.

Our Parking Services team brings decades of experience to Ada Township and a fresh set of eyes to the community. Our parking team has worked with hundreds of municipalities seeking sound solutions to parking challenges.

Our approach is simple. We will direct our work effort and recommendations on these key focus areas:

- Communication: Understanding the goals through direct conversations with the Township leadership and the community.
- Current Parking System: Assess the current parking program and consider how current and projected future parking demand impact access to the district.
- Parking Policy and Management: evaluate current parking policies, and user group allocation for employees, residents and patrons.
- Planning: Review existing zoning and development regulations.
- Leadership: Provide staff with sound data and analytics to make policy decisions and changes.

Our team will help you uncover what you may not yet know and provide the guidance to get you to the finish line. We would be honored to collaborate with Ada Township to provide the Township businesses and residents with a forward-thinking, safety-informed, and public/user-focused solution. Together, we can make a difference in people's lives.



MCKENNA

Communities for real life.



JON FORSTER
Parking Planner



BOB POMEROY
Principal in Charge



MELISSA BLASER
GIS Specialist



CHRIS KOUREY
McKenna
Vice President



ETHAN SENTI
McKenna
Assistant Planner



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
5/9/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Collins & Associates 5075 Cascade Rd SE Grand Rapids MI 49546		CONTACT NAME: Ana Potroanchenu PHONE (A/C No. Ext): 616-575-2369 E-MAIL ADDRESS: anap@insuredwithcollins.com		FAX (A/C, No):
		INSURER(S) AFFORDING COVERAGE		NAIC #
		INSURER A : Old Republic Ins Co		24147
		INSURER B : The Continental Insurance Company		35289
		INSURER C : Ace American Ins Co		
		INSURER D :		
		INSURER E :		
		INSURER F :		

COVERAGES **CERTIFICATE NUMBER:** 132157491 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			MWZY317013 25	2/1/2025	2/1/2026	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 4,000,000 \$
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			MWTB317014 25	2/1/2025	2/1/2026	COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
B	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10,000			7034241134	2/1/2025	2/1/2026	EACH OCCURRENCE \$ 10,000,000 AGGREGATE \$ 10,000,000 \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y / N <input checked="" type="checkbox"/> N	N / A	MWC317012 25	2/1/2025	2/1/2026	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
C	Unmanned Aircraft Liability			SIHL1-R906	12/28/2024	12/28/2025	Each Occurrence 2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Certificate holder is additional insured as respects General Liability, Auto Liability & Excess Liability when required by written contract. Waiver of subrogation applies when required by written contract. Primary & Non-Contributory when required by written contract.

CERTIFICATE HOLDER

CANCELLATION

FOR PROPOSAL PURPOSES ONLY
1515 Arboretum Drive
Grand Rapids MI 49546
USA

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

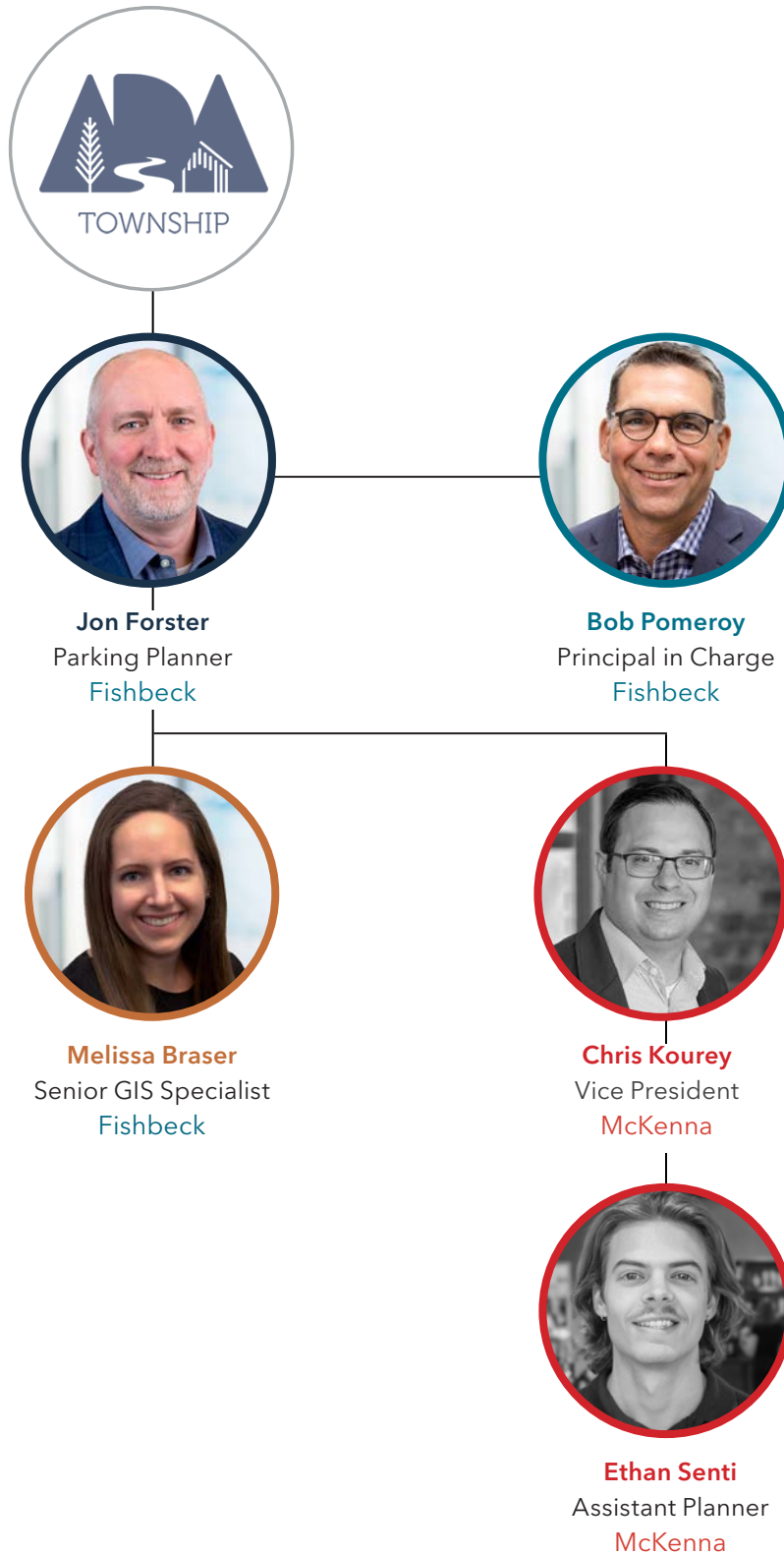


03

Project Team

Project Team

Organizational Chart





JON FORSTER, CAPP

PARKING PLANNER

Jon has hands-on knowledge of parking operations, curbside management, strategic planning, and managing dynamic change. His experience includes multi-facility parking operations, parking enforcement and adjudication, supply and demand analysis, technology, customer service, strategic asset planning, and project management. As a parking and mobility planner, Jon has assisted municipalities, higher education, healthcare, airports, and numerous private clients with a variety of parking challenges.

YEARS OF EXPERIENCE

4 years — Fishbeck
29 years — total

EDUCATION

MA in Education,
Concordia University

BS in Management,
Purdue University

REGISTRATIONS/ CERTIFICATIONS

Certified Administrator
of Public Parking

National Charrette Institute,
Complete Charrette System
Certificate

MEMBERSHIPS

International Parking
and Mobility Institute (IPMI)

Michigan Downtown
Association (MDA)

PRESENTATIONS

IPMI Parking & Mobility
Conference & Expo "What
Now?! Developing a Personal
Productivity Plan," June 2023,
Fort Worth, Texas.

IPMI Parking & Mobility
Conference & Expo "Leading
and Attending Effective Meetings

CITY OF BERKLEY, MICHIGAN

PARKING STUDY AND STRATEGIC PLAN

Berkley is known for walkable family neighborhoods surrounded by vibrant commercial corridors. City-wide parking concerns spurred the need for a parking strategic plan with a focus on downtown and the surrounding neighborhood. Current parking demand, projected future demand, and administrative policy were studied to develop a plan that would serve the entire community. Public input included an open house, online data collection, and stakeholder interviews. The final strategic plan incorporated GIS data, a zoning update, and new enforcement policies to craft a comprehensive plan that addressed parking supply and operational efficiency.

VILLAGE OF WILMETTE, ILLINOIS

DOWNTOWN PARKING STUDY

The comprehensive parking study and strategic plan included a GIS inventory of parking and mobility assets, along with vehicle occupancy and turnover counts. An online parking survey, stakeholder interviews, and a virtual town hall on parking engaged the community in the process. Final recommendations included modified permit policies, enforcement procedures and re-allocation of spaces to increase access for both patrons and employees.

CITY OF ST. CLAIR SHORES, MICHIGAN

DOWNTOWN DEVELOPMENT AUTHORITY DISTRICT PARKING STUDY

With a compact downtown, St. Clair Shores is a vibrant entertainment district. Already tight on parking, multiple redevelopment projects created concerns of a parking shortage. Fishbeck conducted GIS mapping of parking supply and multiple days of occupancy counts. Future parking demand modeling showed a deficit with little room to expand. The long-term parking plan included shared parking, reconfigured on-street parking, and improved layout and circulation. Recommended pedestrian movement, signage and streetscape improvements provide for increased mobility across downtown.

CITY OF HUDSON, NEW YORK

PARKING IMPROVEMENT FEASIBILITY STUDY

Booming redevelopment is causing a shortage of parking for residents and staff in historic downtown Hudson. Fishbeck collected occupancy data, reviewed policy and organizational structure, and estimated parking demand for several new projects. The strategic plan included parking expansion options, organizational re-structuring, rate adjustments, and collaborative teaming with public and private organizations across the region. The plan will guide Hudson's tremendous growth and provide the framework for effective parking administration.



BOB POMEROY, AIA

PRINCIPAL IN CHARGE

Bob's experience includes roles as project architect and project manager for large higher education, civic, and private projects. He is a skilled communicator in leading large, multi-firm teams and diverse client stakeholders. In his current role as Senior Vice President of the architectural department, he focuses on building deeper relationships with clients and team members, while ensuring the best resources are provided for every project.

YEARS OF EXPERIENCE

14 years — Fishbeck

37 years — total

EDUCATION

Bachelor of Architecture,
University of Detroit Mercy

REGISTRATIONS/ CERTIFICATIONS

Registered Architect – Michigan

MEMBERSHIPS

American Institute of Architects,
Grand Rapids Chapter

National Council of Architectural
Registration Boards (NCARB)

TRAINING

Michigan Department of Public
Health, Annual Health Facilities
- How to Lead and Participate in
Meetings that Matter," July 2022,
New Orleans, Louisiana.

KENT DISTRICT LIBRARY | WALKER ICE & FITNESS CENTER CITY OF WALKER, MICHIGAN

WALKER BRANCH LIBRARY AND COMMUNITY CENTER SPACE NEEDS ASSESSMENT

Space needs assessment of an existing 8,000-sf branch for a new 29,000-sf library in a combined community fitness facility for the City of Walker.

PLAINFIELD CHARTER TOWNSHIP, MICHIGAN

Facility condition assessments of nine Township-owned facilities, a building envelope forensic analysis for Fire Station #3, and a space needs assessment/site study for the senior center.

CITY OF EAST GRAND RAPIDS, MICHIGAN COMMUNITY CENTER

Design for a LEED certified, \$9.4 million, 58,000-sf addition and renovation housing the City Hall, library, city commission chambers, recreation and engineering departments, 2-story entry rotunda, multipurpose and meeting rooms, and storage.

CITY OF IONIA, MICHIGAN PUBLIC SAFETY BUILDING

Design for new, 16,200-sf combined police and fire station facility with separate multibay equipment garages, locker rooms, dispatch, training spaces, holding cell area, hose tower, and administrative offices.

GRAND VALLEY STATE UNIVERSITY | ALLENDALE AND MUSKEGON, MICHIGAN

BLUE DOT LAB DIGITAL LEARNING CENTER STUDY

80 million project is designed for digital skills development and digital literacy. Fishbeck created learning studios instead of traditional classrooms to support team-based learning and long-term flexibility. The facility supports interdisciplinary interactions, private sector partnerships, and community engagement.

BISSELL | GRAND RAPIDS, MICHIGAN CAMPUS MASTER PLAN

Master planning services to explore concepts for the redevelopment of a corporate campus.

HERITAGE POINTE | GRAND RAPIDS, MICHIGAN

Programming, planning, design, and construction administration for new 103,300-sf, \$6.1 million Class A office building with enclosed lower level tenant parking, 2-story entrance lobby atrium, wetland views, and 60,000 sf of lease space in two wings.

WOLVERINE GAS & OIL | GRAND RAPIDS, MICHIGAN

Programming, planning, design, and construction administration for a \$2.1 million, 15,000-sf multiphase luxury office renovation and expansion with new private offices, conference rooms, breakout areas, executive board room, art gallery circulation spaces, kitchens, and monumental staircase.





MELISSA BLASER, GISP

SENIOR GIS SPECIALIST

Melissa has expertise in a wide range of GIS applications, including utilities, asset management, spatial analysis, cartographic design, and 3D datasets. She excels in designing, developing, implementing, and maintaining geospatial data, with advanced proficiency in Esri's ArcGIS software. Melissa also has a strong background in managing GIS projects and overseeing field operations, leveraging Esri mobile applications and external GNSS devices.

EXPERIENCE

CITY OF BERKLEY, MICHIGAN

PARKING STUDY AND STRATEGIC PLAN

Berkley is known for walkable family neighborhoods surrounded by vibrant commercial corridors. City-wide parking concerns spurred the need for a Parking Strategic Plan with a focus on downtown and the surrounding neighborhood. Current parking demand, projected future demand and administrative policy were studied to develop a plan that would serve the entire community. Public input included an open house, online data collection and stakeholder interviews. The final Strategic Plan incorporated GIS data, a zoning update and new enforcement policies to craft a comprehensive plan that addressed parking supply and operational efficiency

CITY OF FERNDALE, MICHIGAN

DOWNTOWN PARKING STUDY

Conducted a comprehensive parking demand analysis to assess the impact of Ferndale's development and growth on the overall parking system. Collaborated with the community to acquire existing GIS data at the project's inception. Enhanced the existing parking data within the City system by updating the parking inventory and collecting real-time occupancy data, incorporating details such as time limits, costs, restrictions, ADA spaces, loading zones, transit stops, and delivery vehicle information. Implemented a systematic approach for parking inventory, conducting occupancy counts on various dates and multiple times per day through field staff engagement. Supported field operations by utilizing the ESRI Field Maps app. Developed a web-based experience for field staff, enabling them to input additional data and perform quality control after completing fieldwork. Leveraged data collected in the field to calculate the percentage of occupied spaces based on predefined blocks within the City.

CITY OF ST. CLAIR SHORES, MICHIGAN

DDA PARKING LOT STUDY

Developed and deployed Esri's public parking ArcGIS solution for a downtown City parking study. Configured mobile collection using Esri Field Maps. Monitored field collection through ArcGIS Online. Created custom heat maps of parking infrastructure and car counts from collected data.

CITY OF WATERLOO, IOWA

COMPREHENSIVE DOWNTOWN PARKING STUDY

Conducted a parking study which included data collection, a community survey, future demand projections, rate analysis, equipment assessments, and a review of policies and staffing. Parking infrastructure was developed in GIS and deployed for field verification and data collection. Fishbeck field personnel utilized Esri's Field Maps mobile application on mobile devices to inventory parking options and input parking counts. Real-time quality control and monitoring of the data was conducted through ArcGIS Online. For public outreach, Esri's Survey123 was developed, resulting in over 1,500 entries submitted. A custom map application was created for the public to add location specific parking concerns to a map. The study findings were summarized in custom heat maps of parking occupancies.

YEARS OF EXPERIENCE

10 years — Fishbeck

12 years — total

EDUCATION

BS in Geography with GIS
and Urban Planning Emphasis,
Grand Valley State University

REGISTRATIONS/ CERTIFICATIONS

Geographic Information
Systems Professional

MEMBERSHIPS

IMAGIN – Improving Michigan's
Access to Geographic
Information Systems

Geospatial Professional Network





Christopher D. Khorey, AICP

VICE PRESIDENT

EDUCATION

Master of City and Regional Planning
University of Pennsylvania

Bachelor of Arts
University of Notre Dame

HONORS

Excellence in Best Practice Award for the Barry County 2040 Master Plan “Live Better”,
Michigan Association of Planning, 2023

Excellence in Best Practice Award for the Holland Unified Development Ordinance,
Michigan Association of Planning, 2022

Award for Excellence in Student Publications,
University of Pennsylvania

PROFESSIONAL EXPERIENCE

Community Planning, Master Plans

Performs all facets of community-wide master planning processes including data analysis, public participation, community visioning, and implementation strategy. Applies innovative master planning strategies for open space preservation, downtown redevelopment, historic preservation, and commercial corridor redevelopment. Integrates regional thinking into local community planning. Implements master plan visions in communities across Michigan.

Market Analysis

Completes successful market analyses—including target market analyses, for residential, commercial, recreation needs, and office development—in suburban communities, older industrial cities, and small towns. Applies financial modeling, population projections, housing demand analysis, and retail gap analysis; employs statistical innovation and research techniques to unearth the nuances of demand for housing types.

Zoning

Prepares zoning ordinance and map amendments, including form-based codes and lean zoning, for a wide variety of communities; provides day-to-day guidance regarding zoning to officials from farming townships to dense urban cores; performs on-site administration of zoning ordinance in dense community with historic downtown.

Redevelopment Planning and Management

Develops neighborhood plans for CDBG communities experiencing economic transition. Creates vision for redevelopment and investment in legacy neighborhoods and communities.

Facilitation and Public Engagement

Creates and executes public engagement strategies to address key stakeholders and community members in a variety of projects, in both growing communities and older urban neighborhood. Prepares illustrative and descriptive materials for formal presentation at meetings with public officials, community stakeholders, real estate investors, and the academic community.

Development Review

Provides ongoing development review services and technical advice and recommendations to approval agencies for cities, villages, and townships including site plan, special land use, subdivision, variance, and rezoning for residential, commercial, industrial, mixed use, and planned unit developments.



Ethan Senti

ASSISTANT PLANNER

EDUCATION

Bachelor of Science in Architectural Studies
Southern Illinois University

Bachelor of Arts in Spanish Language Studies
Southern Illinois University

PROFESSIONAL EXPERIENCE

Urban and Architectural Design

Developed various architectural and urban design projects in Midwestern rural and urban contexts throughout architectural education. Completed analysis of existing site conditions, program and client requirements, and local zoning and building codes to develop designs for educational, healthcare, and mixed-use facilities.

Illustration and Graphics

Participated in the update and creation of zoning ordinance graphics for small communities throughout Michigan to convey zoning concepts and terms, to improve clarity of and ultimately compliance with zoning ordinances. Created illustrated maps for use in master plans to convey tourism information in a clear and engaging way, showcasing local features and landmarks.

Zoning

Assisted with the update and rewrite of small community zoning ordinances to increase overall clarity, review and reduction of parking requirements, and drafting of park related ordinances. Participated in small community zoning audit to determine effect of current zoning on housing development.

Transportation Planning

Assisted in the identification, classification, and analysis of transportation corridors to develop motorized and non-motorized mobility plans aimed at guiding the creation of pedestrian and bike networks and related infrastructure, while reducing reliance on automobiles in small Michigan communities.

Master Planning

Supported community Master Planning efforts by creating redevelopment plans, analyzing the build-out potential of Future Land Use scenarios, and devising ways to improve pedestrian and non-motorized mobility.

Public Engagement

Assisted with public outreach events, programming, and material preparation in small rural communities and villages to gain insight into residents' visions for their communities and obtain the necessary information for master plan drafting.

MEMBERSHIPS

American Planning Association
Michigan Association of Planning

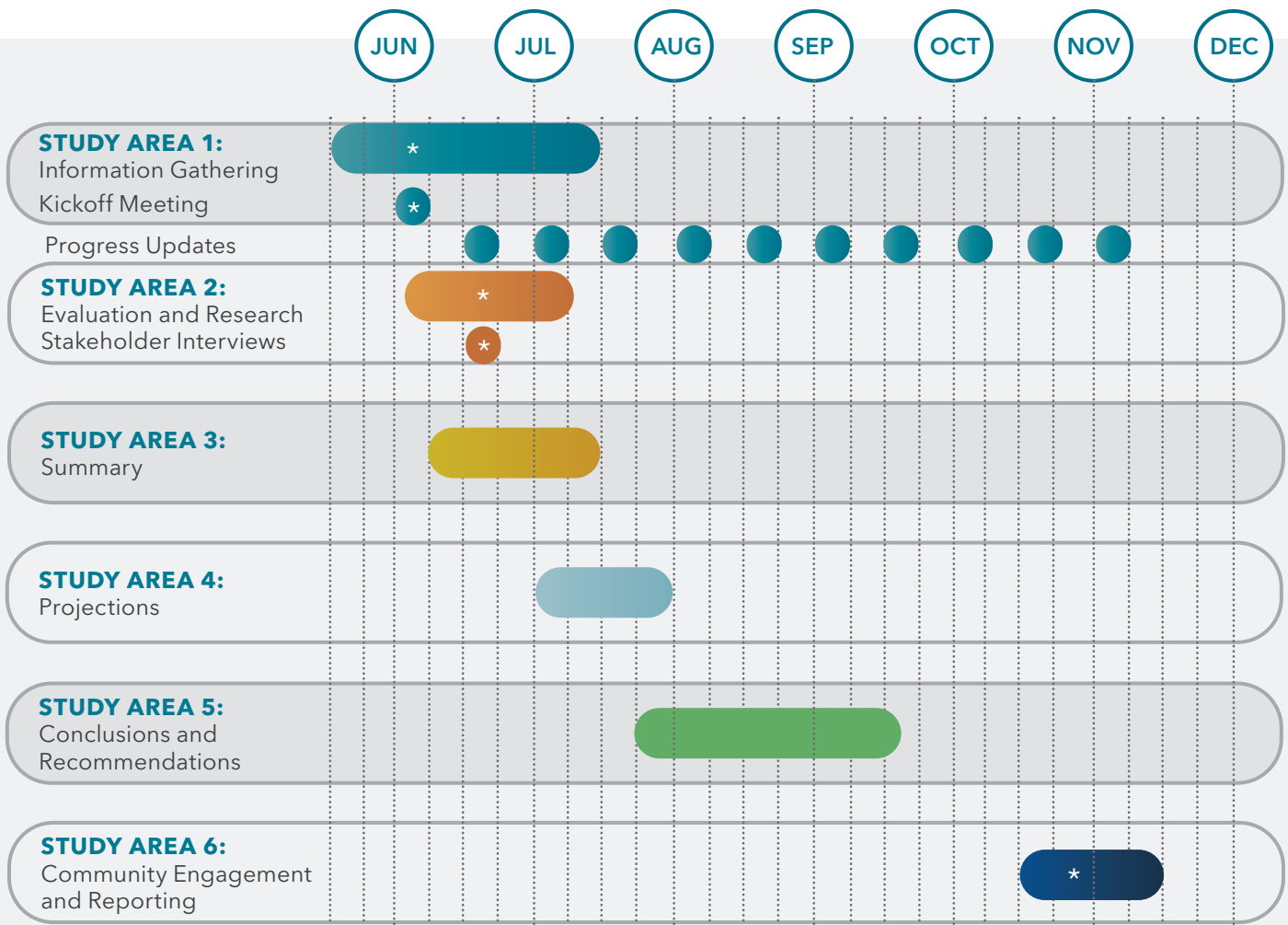


04

Timeline

Timeline

Fishbeck understands the project timeline and deadlines and will coordinate work flow with the Township to meet the stated schedule.



Fishbeck is committed to helping the Township achieve the deadlines identified in the RFP.

- * Data Collection - September 1, 2025
- * Draft Report for Review - October 1, 2025
- * All Meetings and Presentations - December 1, 2025



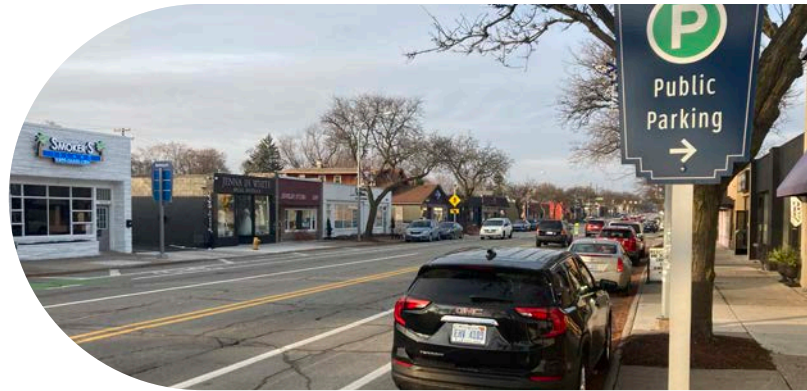
05

Work Samples

Work Samples

Berkley, Michigan

Berkley, known for its walkable neighborhoods and active commercial corridors, initiated a parking strategic plan to address city-wide concerns, particularly downtown. The plan analyzed current and future demand, policies, and public input gathered through open houses, online surveys, and stakeholder interviews. Final recommendations included zoning updates, GIS-based analysis, and strategies to improve parking supply, enforcement, demand management, and alternative transportation options.



[Berkley Parking Study 2023 City Council Presentation.pdf](#)

Wilmette, Illinois

Wilmette, a historic Lake Michigan community, features a vibrant downtown with shops, restaurants, and cultural venues that attract residents regularly—75% of survey respondents visit at least once a week. Growth in multi-family housing and strong Metra ridership have increased demand for both on- and off-street parking. As part of a parking study, Fishbeck analyzed parking occupancy, turnover, and policy elements like time limits and enforcement. Recommendations included expanding employee permit access, adjusting enforcement schedules, and improving signage—enhancing parking access for both visitors and regular downtown users.



[Downtown Parking | Wilmette, IL Parking Study Update](#)

Hudson, New York

Hudson, the oldest city in America, is transforming from an aging industrial town into a vibrant Hudson Valley destination. With hundreds of shops, restaurants, and hotels lining its historic streets, the city faces a critical parking shortage that hampers access for residents and visitors alike. To address this, Fishbeck conducted a comprehensive study to improve safety, accessibility, and overall parking management. The resulting plan offers flexible, long-term solutions by integrating mobility options and optimizing both public and private parking, ensuring Hudson can grow while preserving its historic character.



[Downtown Parking | Hudson, NY Parking Study](#)



EAU CLAIRE DOWNTOWN PARKING STUDY CITY OF EAU CLAIRE | EAU CLAIRE, WISCONSIN

PROJECT DATA

Completion Date: April 2025

REFERENCE

David A. Solberg, PE
Deputy City Manager
City of Eau Claire
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Eau Claire, Wisconsin 54701
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715.839.4934

STAFF INVOLVED

Jon Forster
Josh Rozeboom
Fabio Serrato

One of the fastest growing cities in the Midwest, Eau Claire's downtown is a regional destination for the arts, entertainment and shopping. The growing residential sector has added thousand of people living downtown. The north Barstow district was a multi-acre brownfield site that is now home to the Children's Museum, a vibrant farmers market, public gathering and concert space, a downtown grocery, corporate headquarters, and hundreds of residential units spread throughout. South Barstow district is the historic heart of downtown and features the Pablo Performing Arts Center, a new transit center, hotels, and dozens of restaurants and entertainment venues.

The dynamic renaissance of downtown is mixed with aging parking infrastructures, and a reduction in traditional surface parking lots. Two parking structures have reached the end of their useful life and will be demolished over the next five years, greatly reducing the public parking supply in the South Barstow District. The demolition and replacement of the old parking facilities with modern mixed-use parking structures will strain the City budget, but is necessary at this time in Eau Claire's evolution.

While there is adequate parking supply, a recent downtown survey showed that 80% of respondents would like the parking situation improved. Fishbeck assessed the multiple stressors facing the parking system and developed a program overhaul with the first significant changes in parking operations in decades. The parking reset included a leadership and administrative reorganization more clearly defining responsibility and bring on-street and off-street operations into a single department. There were modifications to operating hours, rates, enforcement policy, payment technology, and online services, with a goal of balancing the parking utility budget including capital maintenance and the proposed new parking structures. The overhaul in operations and infrastructure will take time, but has engaged the community and excited downtown residents and patrons about the future of downtown parking.



DOWNTOWN PARKING STUDY

CITY OF CEDAR FALLS, IOWA

PROJECT DATA

Duration: October 2023 – July 2024

REFERENCE

Marcie Breitbach
Administrative & Parking Supervisor
319.268.5168
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STAFF INVOLVED

Jon Forster
Ray Mulvaney
Josh Rozeboom
Dan Brown
Caryn Ashbay
Audrey Havens

Downtown Cedar Falls is the hub of activity for the entire Cedar Valley region. With a variety of shops, restaurants, and a large residential population the streets are bustling.

Cedar Falls experienced significant new development opportunities, and businesses, residents, and stakeholders were concerned the existing parking was insufficient to support additional growth. Available parking was getting further away from the core of downtown and parking solutions were needed.

City staff were gathering parking occupancy data via GIS format since 2018. The Fishbeck team added current parking occupancy counts to existing data. The results showed that the parking had not only returned to pre-COVID levels, but that downtown had even more cars than prior to 2020. Public input was gathered through an online survey and two public meetings. The data and the public agreed there was a need for additional parking capacity in the form of structured parking to support future development activity. Fishbeck developed several parking structure options focused on mixed-use facilities and integrating the parking structure with the local historic buildings.

The City Council discussed downtown parking needs, costs, and the willingness of the community to pay for a new parking structure through daily and permit parking fees. Based on Fishbeck recommendations, City staff has begun to overhaul the parking system to meet the needs of the growing community while maintaining the feel of the historic downtown.



COMPREHENSIVE DOWNTOWN PARKING STUDY

CITY OF WATERLOO, IOWA

PROJECT DATA

Duration: August 2023 – February 2024

REFERENCE

Bridgett Wood
Finance Director
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STAFF INVOLVED

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Fabio Serrato
Caryn Ashbay
Melissa Blaser

An industrial city hugging the Cedar River, Waterloo has experienced numerous booms and busts over the past two centuries. Manufacturing has allowed downtown Waterloo to grow into a great city, but also to struggle with its identity as operations have automated and required fewer people. The beautiful downtown straddles both sides of the river and provides ample opportunities for offices, shops, restaurants, and residential living. The City has recently invested in a renovation of the convention center and a new riverside amphitheater and is drawing events from around the Midwest.

As downtown has changed over the years, parking policy has largely remained the same. Parking technology was in flux as mobile payments were available, but so were coin-operated single-space meters. Waterloo parking needed a reset of policy, technology, and user allocation to promote growth, and support investments in the convention center, riverside amphitheater, and all of downtown.

The study recommended rate adjustments for on-street and off-street parking, new technology, and adjusted use of the underutilized parking structures across the City. The recommended changes were received warmly by the business community and are being implemented by the City Council. Downtown investment has continued with several new residential opportunities and renovation of the historic Blacks Building the in center of downtown.



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Proposed Approach

Community Overview

The Village of Ada has grown tremendously over the past several years. It is THE place where all generations want to live, work, and play. The community is steeped in rich history dating back to the early 1800s. As a vital trading post along the Grand and Thornapple Rivers, it flourished. In the 1960s, Amway Corporation constructed its first facilities along the M-21 corridor, leading to additional substantial development in the community.

Downtown Revitalization

In 2013, with the backing of a philanthropic community and Amway Corporation, the Township sought to activate the downtown community. A development plan had languished since 2007, and it was time. “Envision Ada” provided a roadmap to the future with a new vision for the community. In collaboration with the Kent County Road Commission, local roads were rerouted to provide enhanced and safer pedestrian and vehicular mobility. New buildings emerged to house a much-needed grocery store, pharmacy, and other retail, hospitality, and office buildings. **Housing demand began to surge in this new walkable community.**

Today, the central business district is a bustling center of activity. On Tuesdays, the Ada Farmers Market is hosted during the summer months. The new Kent District Library’s Amy Van Andel Library provides a beautiful respite for meetings and reading. “Beers at the Bridge” draws from the region and provides a social hub for “seeing and being seen.” The newest projects include the recent completion of the Ada Hotel, a boutique 36-room hotel, providing accommodations for visitors to the Ada area. The downtown area now features a very walkable community, focusing on first-floor retail and upper-floor office spaces. **As a result of these excellent amenities, there has been a public perception of a parking deficiency in the village area.**

Ada Township has proactively enhanced its quality of life, focusing on family-friendly amenities, walkability, and outdoor spaces. The Township has prioritized recreation improvements through trails for pedestrians and bicycles. In addition to the initial investments in the trail system, there are plans to spend an additional several million dollars over the next three years to expand the system. Safe passages that link the trails to the downtown central business district have been a goal for the community.



Project Approach

Ada Village is a remarkable success story. Whether it is shopping, dining, or hosting an event, the Village has become the center of the community. As the Village has grown, the need for mobility and parking has also grown. To continue the growth and plan for the future, the Village area requires a parking management approach that addresses real and perceived parking concerns with a Strategic Plan that promotes flexibility for both current and future parking needs. The proposed Parking Strategy Plan will help the township identify specific parking issues and develop options to provide a flexible parking management framework going forward. In turn, this new approach and strategy will be communicated to the community through a thoughtful and straightforward communication plan.

The Fishbeck team specializes in assessing the parking and transportation situations in growing, small to mid-sized municipalities. While growth is important, maintaining the character of Ada is vital to the continued vibrancy and success of the village. Communities similar to Ada require an approach specific to their demographics and travel habits. Ada is not just another growing suburban township, it is unique in character, community resources, and parking needs. As an optional service we have included a robust public engagement process so the study findings will consider the fabric of the community - both residential and business, as well as current demands and future parking and transportation objectives. The final report will present a Parking Strategic Plan specific to Ada that embodies the people and places that make Ada Township special.

Our Project Manager, Jon Forster, has conducted hundreds of studies in over twenty years of parking consulting. He enjoys working with growing communities and helping find opportunities for success even in the most difficult circumstances. Jon recognizes that effective project management starts with good communication. Our team will conduct bi-weekly project update calls to assure the township knows the status of the study at all times.

Fishbeck is teaming with Michigan planning firm McKenna to provide analysis of zoning and land use regulation. We enjoy a long history with McKenna. The Fishbeck Team will provide recommendations on parking demand, use of private and public parking assets, maximizing use of underutilized parking, and a parking strategy that will affect livability, economic development, and promote a high quality of life community. Our team has parking operational experience, multiple project implementations, and a strong understanding of how policy affects the daily lives of both residents and visitors..

Methodology and Approach

Fishbeck parking experts will work with Township staff and designated stakeholders to study current and future parking needs, develop parking policy and management plans, and maximize the village parking assets. We intend to direct our efforts and recommendations on the following key focus areas:

Communication: Meet with Township staff and key business representatives to ensure a clear understanding of objectives, identify concerns, confirm that the plan is on target, and present recommendations.

Current Parking System: Assess current parking supply and demand during key time periods. We will also assist in identifying the impact of new development on future parking demand.

Parking Policy and Management: Evaluate current parking policies, operation, and use. Identify potential management structures, demand management strategies, and multi-modal travel options.

Planning: Review land use, zoning, and development regulations to promote the goals of the Township.

Leadership: Review organizational model, public/private opportunities, and provide leadership with information and analytics needed to make sound policy decisions.



Detailed Work Plan

Study Area 1 – Information Gathering

1. Coordinate with the Township Parking Strategic Plan Project Committee. Consisting primarily of Township staff and stakeholders, this small group will work directly with the Fishbeck team to ensure tasks are completed fully and on schedule. The Fishbeck team will meet or talk regularly to review progress and suggest changes to the approach as conditions might dictate. Conduct a kickoff meeting with Township administration and invited stakeholders. Fishbeck will lead the meeting and use the information collected throughout the study process.
2. Conduct a goals prioritization process with the Project Committee. The goal's prioritization will be for the outcome of the Parking Strategic Plan, but more importantly to understand the larger community, economic, sustainability and development goals of the Village. The prioritization of goals shapes the final recommendations and directly impacts implementation.
3. Review existing data, regulations and previous planning projects and reports such as:
 - Envision Ada 2014
 - The 2017 Parking Study
 - The 2023 Township Master Plan
 - Current parking-related codes, zoning requirements, and development standards.
 - Parking management plans and policies.
 - Current parking inventory and occupancy data that is available.
 - Mobility initiatives and goals
5. We will review the GIS mapping of the parking and mobility assets in the parking study area. We will review the accuracy and make necessary corrections for the following:

- Public off-street parking.
 - Location and number of spaces
 - Hours of operation, time limits and use restrictions
 - Private off-street parking
 - Location and number of spaces
 - Hours of operation and use restrictions
 - Public on-street parking
 - Non-conforming spaces identified
 - Hours of operation, time limits and use restrictions
 - Loading zone locations.
 - On-street ADA spaces.
 - No parking areas.
 - Bike racks.
6. With information from the Project Committee, identify specific pipeline projects to determine potential future parking needs and the impact of projects on the overall Village parking situation
 7. Review the 2023 Ada Township Master Plan, with specific reference to the Village Plan in Chapter 7, to determine key action steps in realizing the Township's vision for its downtown, while also providing sufficient parking.

Study Area 2 – Evaluation and Research

1. Fishbeck will review the current Village parking inventory, update it as necessary, and record data via GIS.
2. Fishbeck will conduct parking occupancy counts in public and private parking areas to determine the current parking demand. Parking occupancy counts will be recorded via GIS.
 - Data collection will occur from 10 am to 8 pm on two dates as agreed upon by the Project Committee. Parking occupancy counts will be gathered every two hours for off-street public parking and on-street parking within the study area. We intend on one weekday and one Saturday for data collection and will plan with assistance from the Project Committee.
 - The GIS format will allow the township to conduct parking counts on an ongoing basis. Regularly updated parking, bike use, and other data points can help the Township understand conditions and continue to evolve as needed.
3. Consider long-term land use that would allow for the build-out of commercial space and parking to increase future flexibility and options.
4. Review existing parking enforcement applications and related technologies to assess the usefulness of existing equipment and processes.
5. Conduct and note visual observation of pedestrian walking patterns, connections to parking areas, parking layouts, lighting, security measures, other customer experience factors.
6. Review the Ada Township's Zoning Ordinance, to determine any inefficiencies or "red tape" that may be hindering the Townships goals, especially as it relates to development of the downtown, and the provision of sufficient, but not excessive, downtown parking. We will also review other Ordinances, such as those dealing with rights-of-way, sidewalks, and other policy areas that are relevant to downtown parking.

Study Area 3 – Summary

1. The occupancy and utilization information will be documented in graphic form, including "heat maps" that visually illustrate parking occupancies in aerial map form. We will also provide charts showing parking supply and demand in tabular format.

- The Township land use ratios will be applied block-by-block as a comparison of measured demand and parking requirements.
 - Compare field measured parking demand against Section 78-788 zoning requirements to understand how zoning impacts parking supply and occupancy levels.
2. Parking supply and current demand will be shown on a block-by-block basis.
 3. Parking supply surpluses or deficits will be noted by block.
 4. Shared parking applications and opportunities will be noted across the Village.

Study Area 4 – Projections

1. Develop estimates of future parking sufficiency based on current capacity, projected land uses, and application of parking demand ratios. Sufficiency estimates will include modeling to account for shared parking opportunities as they are available throughout the study area. Publications from ULI and the National Parking Association will be used to develop projected parking demand.
 - Develop short-term (1-2 year) projections of parking demand and
 - Long-term (5+ years) projections
2. Quantify the number of parking spaces that may be required by block and in sub-areas to meet projected future parking demand.
3. To determine parking adequacy, we will compare the projected future parking demand against the existing supply of spaces.
4. We will review and provide recommendations for the removal or construction of parking supply.

Study Area 5 – Conclusions and Recommendations

1. Working with the Strategic Plan Project Committee, the Fishbeck team will develop a Parking Strategic Plan to address current concerns and direct policy decisions for the next 5+ years.
 - Develop a Strategic Plan for the effective use of parking in the village that can be implemented comprehensively or in a phased approach.
 - Provide credible information regarding current and future parking needs that can be communicated clearly to the public and stakeholders.
 - Cultivate a parking system that contributes to the positive image of Ada Township and is inviting to residents, businesses, and visitors.
2. Develop a comparison of goals and priorities established in Task 1 with current conditions. The comparison will identify the highest priority issues and focus the final recommendations.
3. Develop options for addressing current and projected parking demand and the need to increase or reduce parking supply in the village.
 - Identifying potential demand management strategies applicable to Ada Township.
 - Identifying opportunities to increase on-street parking supplies in the study area (either through creating new spaces or reconfiguring existing spaces).
 - Locate options for expanded off-street parking, including parking lots and structures.
 - Allocation strategies for employees, residents, and visitors.
 - Maximize the use and occupancy of all parking areas to limit paved areas, promote a “park once” mentality, and increase the cohesion of village elements.
4. Note opportunities to maximize bicycle and pedestrian infrastructure that promote a biking and walking culture in the community.

5. Identify opportunities for partnerships to promote the use of private parking for public use. We will help the Township weigh the benefits and drawbacks of these agreements and how to find mutually beneficial opportunities.
6. Develop a zoning and land use regulation action plan including:
 - Key Action Steps to Implement the Vision of the Master Plan, such as acquiring land for parking, re-designing roadways to accommodate on-street parking, or preventing parking from being built in inappropriate locations.
 - Recommended amendments to the Master Plan to “reality check” the vision against the situation on the ground.
 - Recommended amendments to the Zoning Ordinance to eliminate inefficiencies and provisions that are in conflict with the Township’s goals, as stated in the Master Plan.
7. Review existing websites, maps, brochures, and wayfinding signage as it relates to parking and provide recommendations for potential improvements.
8. Review signage messaging, branding and location for effectiveness and visibility.
9. Identify policies and solutions that have been effective in other communities, and consider how they may strengthen the parking program in Ada.
10. Create a prioritized Implementation Matrix that will identify key recommendations and components. The Matrix will outline Operational, Policy and Planning recommendations along with potential timelines and possible costs.

Study Area 6 – Community Reporting / Engagement

To make information more accessible to the public, Fishbeck will not be providing a traditional written report, but rather a summary report of findings and recommendations. The final summary report that will focus heavily on graphics, the implementation matrix, and other visual means to communicate current conditions and recommendations for future management of the parking system. The summary report will include a review of public outreach, final presentation, GIS data, graphs and occupancy information, and all collected data. The Final Documents will include:

1. A prioritized recommendations matrix. The document will present our findings and recommendations and provide preliminary costs for our recommended improvements, as well as a timeline for implementation.
 - Short-term recommendations
 - Mid-term (1-4 year) recommendations
 - Long-term (5+ years) long range goals
 - Potential cost of recommendations
2. Summary report of findings and recommendations for review by the Township before finalizing. This will include a 95% status meeting to discuss recommendations prior to finalizing study.
3. Presentation of findings to the Township Board.
4. Final presentation to Village stakeholders, including the Ada Business Association, and the general public. Final presentation can be given in a public forum as chosen by the Township.

The presentation format of the Strategic Plan will assist the Township with effective messaging to the community. The final documents will provide a roadmap for the community to solve today's parking issues, but more importantly to create a plan to meet future parking and mobility needs. The tools will be available to guide staff and teach the community how parking is an asset to Ada Village and will support the goals identified in the Master Plan.

Deliverables

The following items will present the Township an accurate view of the current conditions and a plan for future parking needs. Deliverables include:

- Project management throughout the study including biweekly update calls and project coordination. The bi-weekly calls provide the Township with updates on milestones, schedule, upcoming deliverables, outstanding data needs and overall project progress. The updates assure that Township staff will always know the status of the project.
- Four on-site project meetings with the Parking Strategic Plan Committee or other staff as necessary to complete the parking study.
- Update to GIS mapping of village parking and mobility assets
 - Parking occupancy counts on two days via GIS
 - GIS maps and charts of parking inventory and occupancy
- Community engagement during the course of the study (Optional Service)
 - Interviews with stakeholders
 - Public open house
 - Online public survey of village parking.
- Review of parking operations, public use of the parking system, and how the parking system supports the village.
- Project 50% status workshop (Optional Service) – The goal of the meeting is to ensure the Fishbeck team and the Township have the same understanding of findings and are working together to develop solutions. Data collection, community outreach summary, and preliminary recommendations will be main topics for discussion.
- Prioritized Implementation Matrix noting timeframe, responsibility, and potential cost.
- 95% status review prior to finalizing recommendations, noting specific attention regarding on-street parking fee structure, hours, and regulations.
- Final presentations on-site.

Summary Strategic Plan – We will incorporate the feedback and comments received from the Township into the final document. The final document will include an executive summary, and include maps, data, implementation matrix, recommendations, and other documentation.

Optional Service # 1 – Community Engagement Process

The Fishbeck team excels at designing processes that effectively engage multiple stakeholder groups, including the public. We use a variety of methods to ensure broad participation, which help to achieve consensus and stakeholder buy-in to the results of the study. When the project has been completed, the high level of stakeholder and public involvement used to conduct the process will lead to a clear consensus on next steps and the path forward. Our public engagement process is described below.

Engagement Groups

1. Village Parking Study Project Committee: The small team of staff and stakeholders will help direct the study and assure the defined priorities are addressed.
2. Key Stakeholders: 10-15 individuals/organizations who may have particular insights or a level of investment in the study area that warrants more direct interaction with the Fishbeck team. While not exhaustive, the following list represents the types of stakeholder groups we would expect to involve in this project.
 - Elected officials
 - Township staff
 - Discover Ada
 - Village business and property owners



- Local institutional and organizational leaders
 - Representatives of village employers
 - Others as identified by the Project Committee
3. General Public: To build consensus for any plan of this scope and breadth, outreach should begin early and should cast a broad net.

Input Forums

1. **One-On-One Interviews:** These interviews will be geared toward soliciting input from key stakeholders and select members of township leadership. Interviews will be one-on-one format allowing participants to provide a candid assessment of conditions and challenges.
2. **Public Workshops:** An initial public open house forum and a final presentation of findings and recommendations will be conducted to allow attendees to share their ideas within a structured and informed setting. The Fishbeck team will be responsible for providing meeting content and materials including presentation boards, PowerPoint presentations, base maps, etc.

Online Public Survey

1. Online Survey: Fishbeck will develop and host an online survey. The township will help to promote the survey effort by providing links to the online survey site via web pages, social media, direct email, QR code postcards and posters, and other distribution channels the township has already established. The survey will seek to determine among other topics:
 - User demographics
 - Frequency of visiting the Village
 - Reasons for visiting the Village
 - Availability of parking
 - Highly desired parking areas
 - Acceptable walking distances
 - Transportation preferences and options other than driving
 - Residential parking and mobility behavior
2. Open ended responses to gather specific opinions. The online survey will include a location tool that will allow respondents to identify a specific location on a map, drop and pin on that location, and leave a specific comment.

Optional Service # 2 - Study 50% Status Workshop

1. Upon completion of our observations, data gathering, and public outreach efforts, we will submit an initial finding review. The document will present our primary findings and potential recommendations.
2. Conduct a SWOT analysis for discussion as part of the 50% workshop.
3. The 50% workshop will provide a focused opportunity for Township staff and stakeholders to consider how their goals can be achieved and discuss the details of an implementation plan.
4. The goals discussed during workshop will drive the recommendations for the final presentation. Some topics that may be discussed:
 - Zoning and regulatory updates
 - Maximizing use of all parking assets
 - ADA accessible parking conditions and options
 - How to serve village businesses/organizations
 - Organizational structure

Optional Service # 3 – Additional Meetings / Consulting

1. Additional meetings, presentations, or other work requested outside the state scope of work will be billed separately.
2. Meetings with the Planning Department, Township Attorney or others can be part of the four meetings included in the base scope of services.

Schedule

The Township has established the following milestone dates for the parking study. Fishbeck will work with the Project Committee to meet these dates and provide a complete study in the timeframe desired by Ada Township.

- Complete parking counts – September 1, 2025
- Draft Report to the township – October 1, 2025
- Staff Review completed by – November 1, 2025
- Final presentation and meeting completed by – December 1, 2025



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Itemized Budget

Itemized Budget

	Project Manager	Senior Consultant	GIS / Data Analyst	Data Collection	Admin Support	McKenna	Totals
	Estimated Fees by Task						
STUDY AREA 1 - Information Gathering	\$3,136	\$225	\$1,160	\$800	\$0	\$1,688	\$7,209
STUDY AREA 2 - Evaluation and Research	\$2,744	\$0	\$2,030	\$2,000	\$0	\$1,050	8,024
STUDY AREA 3 - Summary	\$2,352	\$0	\$1,740	\$0	\$0	\$1,088	\$5,380
STUDY AREA 4 - Projections	\$1,568	\$0	\$4,350	\$0	\$0	\$938	\$7,056
STUDY AREA 5 - Conclusions and Recommendations	\$4,704	\$450	\$1,450	\$0	\$0	\$1,050	\$7,854
STUDY AREA 6 - Community Reporting and Engagement	\$6,076	\$450	\$0	\$0	\$325	\$1,388	\$8,389
Base Bid Fees	\$20,580	\$1,125	\$10,780	\$2,800	\$6,500	7,202	\$43,912

Base fees are inclusive of travel and expenses.

Community Engagement Process	\$5,684	\$0	\$870	\$0	\$260	\$900	\$7,714
Study 50% Status Workshop	\$2,352	\$450	\$0	\$0	\$0	\$0	\$2,802
Additional Meeting/ Consulting	\$500	\$0	\$0	\$0	\$0	\$500	\$1,000



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References

References

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City of Cedar Falls, Iowa

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09

Claims, Licensure and Non-Discrimination Violations Against Fishbeck

Claims, Licensure, and Non-Discrimination Violations

Fishbeck affirms that there have been no claims, violations, or disciplinary actions related to professional licensure, non-discrimination policies, or affirmative action compliance filed against the firm.

We maintain a strong commitment to ethical practice, regulatory compliance, and equitable employment, and have a proven track record of operating with integrity across all jurisdictions in which we work.



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Identification and Summary

Identification and Summary of Legal Action

Fishbeck affirms that no legal actions, claims, or disputes have been filed by previous clients against the firm related to the performance of professional services. We pride ourselves on maintaining strong, collaborative relationships with our clients and on consistently delivering services that meet or exceed expectations. Our history reflects a commitment to integrity, accountability, and proactive communication, which has helped us avoid conflicts and maintain a positive reputation across the industry.



Discover more at fishbeck.com.



MEMORANDUM

Date: 5/14/25

TO: Downtown Development Authority Board Members
FROM: Kevin Austin, DDA Director
RE: Request for Review and Approval – 2025 Update to DDA Key Objectives and Goals

Overview:

The purpose of this memo is to request formal review and approval of the 2025 Update to the Downtown Development Authority's (DDA) Key Objectives and Goals. This updated document reflects a collaborative strategic planning process undertaken to ensure the DDA remains aligned with the community's evolving needs and priorities.

Background:

The current Key Objectives and Goals were originally developed through the Township's Strategic Planning initiative in 2022, facilitated by Travis Alden of The Right Place. To revisit and refine these guiding principles, the DDA initiated a new round of planning in early 2025.

Two Strategic Planning Work Sessions were conducted in **January and February 2025**, also facilitated by Travis Alden. These sessions included active participation from DDA Board Members, Township Staff, and a wide range of community stakeholders. In addition, input was gathered through surveys completed by business representatives, Citizen Council members, and other community associations to garner broad representation.

On **April 16, 2025**, the DDA Board met to review the draft of the updated Key Objectives and Goals and offered additional revisions for consideration.

Current Status:

The final draft of the 2025 Update to the Key Objectives and Goals is now complete, with **all proposed changes clearly marked in red text with strikethroughs** ease of review. This document reflects the input received throughout the strategic planning process and is intended to guide DDA priorities, programs, and initiatives in the years ahead.

Action Requested:

At this time, I respectfully request that the DDA Board:

1. Review the final draft of the 2025 Key Objectives and Goals update
2. Discuss and recommend any final revisions
3. Make a **motion to approve and adopt** the updated Key Objectives and Goals document

Requested Motion: Motion to adopt the Ada Township DDA Key Objectives Update – Spring 2025



Key Objectives Update – Spring 2025 DRAFT

To continue maximizing the Ada Township Downtown Development Authority's (DDA's) positive impact on the future prosperity of the downtown development district and community as a whole, the DDA Board of Directors has established this updated set of key objectives to maintain focus and guide the DDA's strategic initiatives.

This set of focus areas is the result of a facilitated process where the DDA Board – along with DDA and Township management staff – evaluated the key objectives adopted in early 2022 while considering feedback on existing and potential initiatives. The purpose of this process was to determine where focusing DDA resources & efforts will best fulfill the goals of the DDA and further define the DDA's role as a collaborative, leading organization that is catalytic to the success of Ada Township's prosperity.

After an initial facilitated work session, the DDA Board invited other key stakeholders to weigh in via online survey (along with the DDA Board) on the various existing and potential initiatives of the DDA. This stakeholder group included the DDA Citizens Council, private business and property owner representatives. In addition, leadership from the Ada Business Association (ABA) and Discover Ada participated in a second facilitated work session.

At the time of this report, stakeholders felt there was no compelling need to change the DDA's Mission and Vision Statements that were adopted in 2022:

- **Mission Statement:** *The DDA is an advocate for the vitality of the Ada Downtown Development District through promotion, business collaboration and public improvements.*
- **Vision Statement:** *We strive to develop and foster a 'vibe' in the downtown district that makes Ada a community where people and businesses want to be.*
- **'Stop / Start / Continue' Exercise**

In lieu of a traditional SWOT analysis, because this process was an update to a relatively fresh set of strategic objectives and not a full-fledged reboot, asking stakeholders what initiatives they feel the DDA should STOP doing, START doing, and be sure to CONTINUE doing was an efficient way to gauge the impacts of the DDA's work over the last few years in particular. This would provide a solid footing for consideration of updated goals and objectives moving forward. The comments submitted via online survey and discussed during work sessions are briefly summarized below, in no particular order:

- **DDA Should Reduce Investment In:**
 - Most comments centered on the overall positive impact the DDA is having, reinforcing that the objectives are largely appropriate.
 - If anything needs to be reduced, it should be promotional activities as there are other entities doing that well.

- Creating and coordinating events.
- Move away from niche events like progressive tastings.
- **DDA Should Increase / Start Investment In:**
 - Infrastructure & beautification, as that is core to the DDA's unique purpose.
 - ~~Instead of events~~, **Lead** and **coordinate** a buy local/support local campaign.
 - Focus on pedestrian infrastructure & safety.
 - Strategic acquisition of property, either for public green space, parking or other priority uses.
 - Explore grant programs for building facade improvements, business support and public-facing amenities.
 - Vegetation / Street Trees program.
- **DDA Should Continue:**
 - Projects that add charm and walkability to the downtown: enjoyable open spaces, benches, art, etc.
 - Support and collaborate on community & downtown events ranging from the social district to pumpkin prowling and more.
 - Deepening the collaboration between/among the Township, ABA, Discover Ada and other groups such as the Library, Trail Committee and more.
 - Working on the objectives we set in 2022.

➤ **DDA Updated Key Objectives**

Utilizing a combination of electronic surveying (anonymous responses), research and thorough group discussion, the DDA Board has established an updated list of key objectives to pursue. It is the DDA's intent to revisit, reevaluate and potentially amend this set of key objectives in its entirety on an annual basis.

- **Objective 1: Organizational Priorities.** While there has been significant progress since the original adoption of this objective in 2022, the DDA believes there is still much improvement to be pursued organizationally, particularly when it comes to communication and collaboration. This is the paramount focus for this objective moving forward.

- ***A. Enhanced communication efforts with/to the following audiences:***
 - *Constituency of the DDA, specifically district business & property owners*
 - *There is still a lack of clarity on the roles & responsibilities of the primary organizations that are active in the downtown (DDA, Township, ABA, Discover Ada). Additional focus on adding clarity is needed.*
 - ***Maintain accountability and communication with property owners in the DDA.***
 - *At-large members of the public, including residents and visitors*
 - *Other organizations with key roles in the district, such as the Township, ABA, DiscoverAda, Historical Society, KDL, Citizens Council and The Community Church.*
 - *While regular touchpoints between the staff leads for the DDA, ABA and Discover Ada are ongoing, an annual, intentional joint work session between the DDA and*

these stakeholder entities would be an appropriate opportunity to establish and galvanize alignment as a priority for all.

- **B. Organizational Focus & Accountability**

- List or highlight these key objectives on DDA Meeting Agendas – including status reports – in order to keep these priorities on the forefront of DDA’s focus.
- Consider a DDA annual report ‘dashboard’ reporting this progress to share with stakeholders.

➤ **Objective 2: Align & Optimize Promotional Activities.** The DDA’s slate of promotional activities is largely fulfilling its purpose; which is creating a positive image of the district & community, engaging locals with the district and bringing in visitors. An emphasis should be placed on event **quality over quantity**, and there is an important opportunity for the DDA to spearhead **cross-organization coordination**.

- **A. Align efforts of entities planning promotional events in the district**

- The goal: to optimize everyone’s efforts for the greatest impact
- Find ways to collaborate with partner organizations and leverage strengths/roles
- Provide support when possible to initiatives that align with DDA’s mission and goals

- **B. Beers At The Bridge series**

- This is largely a ~~image-building initiative~~ **community bonding tradition** focused on giving locals and visitors a positive experience in the Ada community.
 - ~~‘Don’t mess with the core~~ **Maintain the character and success** of the event
 - Explore ways to increase the positive impact on businesses, especially downtown establishments
 - ~~Clarify the approach to bringing in outside vendors~~

- **C. Farmer’s Market**

- ~~Universally agreed that the market has never had better management and communications, but is always looking to improve~~ **The Market is well-managed but the DDA should always look for ways to improve.**
- Continue experimenting with offerings: including food trucks, educational components and a variety of entertainment options to make it more about the experience and not just the transaction.
- Improve marketing & promotions
 - Collaborate with ABA and local partners to amplify promotion
 - Seek improvements to the experience including ambience with music

- **D. Winter Wonderland holiday lights display**

- ~~Largely a transactional, budgetary item to hire the contractor to do this~~
- **Continue effective collaboration with BFG for this event as they shoulder lots of the work for its success.**
- **Utilize resources to assess the impact of this display and event on the DDA.**

- **E. Launch a Downtown Ada Shop Local Campaign**

- ~~DDA, ABA and Discover Ada staff will convene in Q1 2025 to craft immediate action plan.~~
- ~~Goal: Q2 2025 launch~~
- **Substantial progress should be made in implementing this campaign within 2025.**

- *The DDA should lead this campaign and seek strategic assistance from our stakeholders and partners.*

Notes:

- *For events, regardless of what organization is officially leading the charge or coordinating the event, Township Staff (e.g. DPW) does a lot of the heavy lifting.*
- *Collaborative opportunities can sometimes be challenging due to the nature of the DDA being a public body, and therefore not necessarily as nimble as other entities in terms of decision-making or resource allocation.*
- *The group would like to “be ok with experimenting” with activities to see what works best. Preserve the ability to be opportunistic.*
- *The DDA should also embrace and potentially seek out opportunities for outside entities to come into Ada and run events. These could result in the desired positive impacts but with – minimal bandwidth requirements from DDA, ABA and Discover Ada.*
- *DDA should also keep in mind what a ‘critical mass’ of events would be. Is there such a thing as too many events? Particularly when they require Township resources?*
- *Explore ways to leverage public open spaces & parks for activation.*

➤ **Objective 3: District Beautification & Placemaking.** This objective is the most clearly defined as work unique to the DDA when compared to partners like the ABA and Discover Ada. This is also the objective where the DDA felt there was the most opportunity to have significant impact quickly.

- **A. Public Space Amenities**
 - *Ongoing installation & replacement of physical amenities such as benches, flower pots, refuse/recycling cans, vegetation, etc.*
 - *Funding has been budgeted for this fiscal year; focus on having an implementation plan (map for these assets & items specified and priced) drafted by the end of Q1 2025.*
 - *Initiate a streetlight banner program, including an inventory, design, ongoing replacement plan, etc.*
 - *Explore a tree / vegetation assessment of the district as part of the above project.*
- **B. Downtown District Wayfinding Signage**
 - *Trail signage downtown is currently underway. Take design cues from this project into additional downtown-specific way finding signage*
 - *Make this a Q2 / Q3 2025 focus project.*

Notes:

- *Explore getting involved with the Arts in Ada group – including partnerships and support. Look into integrating this collaboration with a “welcome signage” project on Fulton corridor if the opportunity arises.*

➤ **Objective 4: Public Investments & Maintenance.** The DDA and Township have developed a successful collaboration with addressing brick & mortar-types of infrastructure improvements and maintenance, and work together on capital budgeting multiple years into the future, for planning purposes.

- **A. Exploration and development of additional parking for commercial areas**
 - *DDA and Township are currently funding a parking “plan” in connection with the new Township Hall project. The goal being to incrementally optimize parking opportunities.*
 - *The group agreed that a large inventory of close, convenient parking does not inherently mesh with the dense, walkable, active downtown that is the continued vision for the community. There will need to be compromises.*
 - *Any investments in parking infrastructure must be aligned with Township’s goals, particularly when it comes to funding.*
 - *While optimal parking spaces are often taken up by downtown business employees, strict enforcement of parking rules is not a goal of the Township.*
 - *An education campaign – highlighting the lost commerce of a parking space filled by an employee – could be undertaken.*
 - *Remain open to collaborative solutions with stakeholders in making incremental parking improvements.*
- **B. Pedestrian Infrastructure Investment**
 - *Sidewalk replacement program*
 - *Pedestrian safety and circulation enhancements to emphasize the walkable pedestrian scale of the DDA district.*
 - *Enhancements, particularly connecting the DDA district to other adjacent neighborhoods*
 - *Sidewalk snow removal*
 - *Street sweeping*

Enterprise Workshop Impact Report 2024

This sheet provides a summary of the marketing analytics for CCF's Enterprise Series, including detailed insights into email marketing and social media performance.

JUNE
How to AI, Part 1
Businesses attended
23

January
Email Marketing
Businesses attended
13

JULY(PRIVATE)
Grow Your Reach
Businesses attended
10

March
Grow Your Reach
Businesses attended
17

OCTOBER
How to AI, Part 2
Businesses attended
35

JUNE
How to AI, Part 3
Businesses attended
25



**ENTERPRISE
WORKSHOP SERIES**

CASCADE COMMUNITY FOUNDATION

Email Marketing

CCF consistently achieves above-average open and click-through rates, exceeding industry standards and demonstrating strong engagement and a meaningful connection with our audience.



Total Emails Sent

*Related to Enterprise

33,772

Open-Rate

51.9%

*Industry Average

40.04%

Click-Through Rate

5.4%

*Industry Average

3.27%

Social Media

*Posts related to Enterprise Events



@cascadecommunityfoundation

Average Engagement Rate

8.23%

Industry Average

***3.33%**



CCF Network

Cascade Community Foundation:
Engages

34,000+

Every week through Social
Media & Email Impact

Enterprise Testimonials



I appreciate the Enterprise Workshops for their engaging learning and connections. The small group format enabled valuable interactions, offering actionable steps to improve my business.

Nicole Albertson, Top It | Ada, Michigan



It was well worth the time, offering actionable items and new connections in a free, high-quality workshop that's invaluable for small business owners or nonprofits.

Kelly Owczarzak, Avalanche Creative



Limiting participation to fewer people, I think, is critical. It gave me the time to answer questions, and truly interact with each attendee. Great program!

Julie Lankes, Senior Strategist



Intentionally limiting workshops to small groups is brilliant, but rare! It ensures participants receive dedicated attention to learning the craft we are bringing to them.

Drew Veach, Biz Steam + AI Labs Unfiltered





2025

SEASON 3

JANUARY 15th (Ada/Fulton) - FUNDED

Topic: Prep your email lists for 2025

Title: *Inbox Impact: Hands-On Email Marketing for Small Business*

Host: DeGraaf Interiors, Ada

Expert Facilitator: Chris Koens, FlexTal

Sponsors: DeGraaf Interiors (in-kind - food / drinks)

Get ready to roll up your sleeves in this hands-on Enterprise Workshop where you'll learn how to craft compelling campaigns and dive into email marketing tools to build strategies that actually work. Leave with skills you can apply immediately and confidence to turn emails into sales!

MARCH 19th (Ada) 11A - 1P FUNDED

Topic: Growing your customer reach

Title: Formulating Your Future Offerings

Host: Ada Indoor Golf Club, Ada

Expert Facilitator: Julie Lankes

Ready to grow? Uncover new ideas to expand your product/service offerings in smart ways. Identify strategic new directions for the future of your business. Let's grow together.

APRIL 23rd (Ada) 11A - 1P FUNDED

Topic: How To AI

Host: MI Software Lab, Ada

Expert Facilitator: Drew Veach/BizStream

Unlock the power of artificial intelligence (AI) for your small business or nonprofit in this engaging, hands-on workshop. This session will provide The practical tools you need to incorporate AI into your work. You'll explore real-world applications of AI tailored to small businesses and nonprofits and learn user-friendly AI tools to automate tasks and increase efficiency.



SEASON 4

PENDING FUNDING

Solving Every Team's #1 Problem

Host: TBA

Expert Facilitator: Grace Gavin/Co-Founder Know Honesty

Every team struggles to identify the root of problems, often addressing symptoms instead of real issues. Come learn simple skills and tangible practices to improve communication, bringing clarity, confidence, and effectiveness to your team. Equip yourself to overcome every team's #1 problem of communication and lead your team to success.

Grow Your Market with Video

(Private for Ada Farmer's Market Venders)

Host: Ada Library

Expert Facilitator TBA

This hands-on workshop will teach vendors how to create engaging videos to promote their products. Learn simple techniques for platforms like Instagram, Facebook, and TikTok. Whether you're a beginner or looking to refine your content, this session will give you the tools and confidence to showcase your business effectively.

Loan Approved! Insider Tips for Small Biz & NPOs Seeking Capital

Host: LMCU Headquarters Cascade

Expert Facilitator: Derek Aten

Securing your first loan can be a game-changer for your small business or nonprofit—but where do you start? This interactive workshop will guide you through the key steps to prepare for a successful loan application. Learn what banks look for, how to strengthen your financial profile, and common pitfalls to avoid. You'll walk away ready to fund your future!

Finish Strong: How Nonprofits Can Elevate Year-End Giving

Host: TBA

Expert Facilitator: TBA

One third of annual giving for nonprofits happens in December. Is your organization ready to make the most of the giving season? In this workshop, you'll learn proven strategies to engage donors, craft compelling year-end appeals, and leverage digital tools to maximize donations.



Walk away with actionable tips and a strategic plan to boost your nonprofit's impact and fundraising success!

PARTNERS

Redwater - Marketing Partner
KDL - Marketing + Underwriter Partner
John Butler & Chris Ake | Kyros Digital - Expert Contributor
Christina Keller | Cascade Engineering - Expert Contributor
Jim Williams - Underwriter
Cascade Township DDA - Underwriter
Ada Township - Underwriter
Kenari Consulting - Expert Contributor

POSSIBLE LOCATION HOSTS

Ada Hotel
Watermark
Ideology
Dixon Architecture
ETHC Buildgin

Mission of Enterprise

Utilizing Dr. David Kolb's immersive experiential learning model, CCF's Enterprise Series provides hands-on workshops to establish concrete experiences to small business and nonprofit leaders interested in enhancing their knowledge and evolving their company.

Mission of Cascade Community Foundation

CCF is dedicated to serving the Ada, Cascade and Forest Hills community by providing professional development opportunities to businesses and nonprofits, while enhancing communities through community philanthropy.

EXPENSE	AMOUNT	
Labor		
Exec. Dir.	\$18,000	
Marketing Mng	\$20,000	
Programming	below	
SUBTOTAL	\$38,000	
Operations		
Subscriptions	\$1,000	
Insurance	\$500	
Postage	\$1,200	
Printing/Production	\$750	
Phone	\$400	
Website	\$750	
PO Box rental	\$150	
Advertising / mark exp	\$1,000	
SUBTOTAL	\$5,750	
Enterprise		
Experts	\$3,000	
Food & Bev	\$4,500	
Space	\$3,000	
Marketing	\$3,000	
Val Lego / Program Staff	\$30,000	
SUBTOTAL	\$43,500	
Event budget		
Tributes	\$25,000	
Golf Outing	\$7,500	
SUBTOTAL	\$32,500	
TOTAL	\$119,750	

REVENUE	AMOUNT	PURPOSE
TWB	\$25,000	General
Cascade Twp	\$15,000	Enterprise
Ada Twp	\$10,000	Enterprise
Betten Imports	\$10,000	General
AdvisaCare	\$7,500	General
JWilliams	\$5,000	Enterprise
KDL	\$5,000	Enterprise
LMIA	\$5,000	General
Mika Meyers	\$5,000	General
Hylant	\$5,000	General
Jandernoa	\$2,500	Enterprise
Sonder CPA	\$2,500	Enterprise
UofM Health West	\$2,500	General
Daniel & Pamela DeVos Foundation	\$2,500	Enterprise
Harvey Automotive	\$2,500	General
Independent Bank	\$2,500	General
Custer	\$2,500	General
LMCU	\$2,500	Enterprise
Greenleaf Trust	\$1,000	General
Anonymous Donor	\$1,000	General
Mathison Architects	\$1,000	General
Grand River Bank	\$1,000	General
Doeren Mayhew	\$1,000	General
Insperty	\$1,000	General
BCBS	\$1,000	General
Alles Law	\$1,000	General
	\$120,500	



MEMORANDUM

Date: 5/12/25

TO: Downtown Development Authority Board Members
FROM: Kevin Austin, DDA Director
RE: Consideration of Funding Request: Cascade Community Foundation Enterprise Workshop Series

Overview:

This memo is presented for the DDA Board's consideration following a funding request submitted by the Cascade Community Foundation to support the continuation of their Enterprise Workshop Series. The Foundation has indicated plans for four additional workshops in 2025, following a first-quarter series of four earlier this year.

The DDA contributed \$5,000 to the 2024 series, which was designed to support entrepreneurs, small businesses, and community members through educational and networking events. According to the Foundation, the workshops provided benefit to area participants, including some from the Ada community.

Community Feedback and Timing Considerations:

In speaking with representatives from the Ada Farmers Market, it was noted that vendors found the previous workshop sessions beneficial and have requested that the workshops be offered again in 2025, with preference for scheduling during the January–March period, prior to the start of the market season.

Budgetary Note:

The FY 25–26 DDA budget does not currently include a designated allocation for this workshop series. However, there is potential flexibility for support. In the previous fiscal year, Community Event allocations were drawn down as a result of limited expenditures related to events such as Progressive Tastings and Brats and Bonfires. If the DDA chooses to contribute again this year, a budget amendment could be made in the fourth quarter, should actual expenditures exceed the allocated budget line.

Alignment with Goals and Objectives:

This proposal has some alignment with **Objective 2 of the DDA's Key Objectives and Goals: "Aligning and Optimizing Promotional Activities"** — particularly in terms of leveraging the expertise and reach of partner organizations to advance initiatives that reflect the DDA's mission and community vision. That said, the materials provided by the Cascade Community Foundation do not clearly identify DDA business participation in the prior workshops, and the direct benefit to DDA businesses may require further substantiation, especially considering the requested funding level.

Action for Board Consideration:

If the DDA Board wishes to proceed with supporting this request, they should determine the appropriate amount of support and utilize the following motion:

Option for Motion:

Motion to approve a funding contribution in the amount of \$_____ to the Cascade Community Foundation in support of the 2025 Enterprise Workshop Series, with the understanding that a budget amendment may be made in the fourth quarter to accommodate the expenditure, if necessary.



MEMORANDUM

Date: 5/12/25

TO: Downtown Development Authority Board Members
FROM: Kevin Austin, DDA Director
RE: Request for Feedback and Approval – *Love Your Local* Campaign Branding and Materials

Overview:

As a follow-up to the Downtown Development Authority's (DDA) Strategic Planning Session, during which the development of a *Support Local* campaign was endorsed, we are pleased to present initial campaign materials for your review. Per the guidance provided, the campaign is being structured to align with Discover Ada's established brand development process, ensuring an effective and timely implementation throughout this year.

Materials for Review:

The following components are attached and have been prepared for your consideration:

- Mission and Vision Statement for the *Love Your Local* campaign
- Defined Campaign Goals
- Core Messaging Framework
- Three (3) Visual Branding Concepts

Request for Feedback:

At this stage, we are seeking the DDA Board's input on the proposed branding materials. Your feedback will inform refinements and ensure alignment with the DDA's vision before advancing to the next phase of campaign development.

Next Steps in Campaign Timeline:

Following the Discover Ada branding model, the campaign will proceed as follows:

1. **Marketing Strategy Development**
 - **Launch Plan**
2. **Approval**
3. **Content Development for Launch** (digital, print, and social media messaging)
4. **Creation of Physical Marketing Materials** (signage, merchandise, etc.)
5. **Campaign Launch**
6. **Review Launch**
7. **Build Phase two**

Action Requested:

At this time, we respectfully request that the DDA Board:

1. Review the proposed *Love Your Local* campaign materials
2. Provide comments and recommendations for refinement
3. Consider a motion to approve the brand content as presented, thereby authorizing the DDA Director and campaign partners to proceed with the next steps in the campaign development schedule

Recommendation:

Requested Motion: Motion to approve the brand content as presented/with modifications and authorize the DDA Director and campaign partners to proceed with the campaign development schedule.

Love Your Local

Branding Review

WHY LOVE YOUR LOCAL:

The "Love Your Local" campaign aims to increase foot traffic to our local businesses while strengthening community connection. This campaign will raise awareness of the benefits of shopping local and support the economic growth of Ada. We designed this to be a broad campaign bringing more than just the Ada community into our town.

KEY MESSAGE OR SLOGAN IDEAS:

"Keep It Local. Keep It Ada."

"Ada Runs on Local."

"Shop Here. Stay Here. Grow Here."

"Locally Sourced. Ada Supported."



Communities with sustained "Buy Local" campaigns report a 7.4% increase in sales, nearly double the 4.2% gain in areas without such campaigns.

#LoveYourLocal

#RootedInAda – Ada Targeted hashtag

#LoveAdaLocal – Ada Targeted hashtag

WHY Is Shopping Local So Important and Beneficial to Communities?



- Spending \$100 locally returns \$45+ to the community, vs. \$14 from chains.
- Local shops build community character and a sense of belonging.
- Buying local reduces carbon footprints and infrastructure strain.
- Local shops offer better customer service due to personal investment.
- Local products are often higher quality and more durable, offering long-term value.
- Communities with diverse local businesses are more economically stable.

VISION STATEMENT:

To communicate a vibrant and unique community where shopping local creates thriving businesses and a strong connection.



MISSION STATEMENT:

To empower our community by promoting a culture that prioritizes local businesses and entrepreneurs. Community bonds are strengthened through consistent, mindful local spending.



In communities with active "Buy Local" campaigns, 68% of businesses reported gaining new customers



CAMPAIGN GOALS

1. Increase foot traffic and community spending at our local businesses
2. Strengthen community relationships with local entrepreneurs
3. Raise awareness of the strong benefits of shopping local
4. Foster a vibrant local economy by supporting small businesses

Sales Data: Monitor increases in revenue for participating businesses.

Foot Traffic: Track visitor numbers at local shops and events.

Social Media Engagement: Likes, shares, comments on campaign posts using our local demographic to boost engagement.

Event Participation: Attendance at local community events, roundtables, and workshops.

CORE MESSAGE

Supporting local businesses is vital for a thriving community. When you shop local, you help create jobs, support neighbors, and keep dollars in our own community. Every visit helps fuel local dreams, strengthen the local economy and bring character and heart to the place we call home.

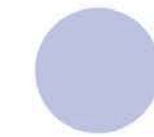
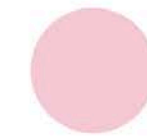
COLOR PALETTE:



PRIMARY



SECONDARY



HEADING - AMPLITUDE CONDENSED REG

Subheading - Apparat Semi-bold

Body - Apparat Regular

HORIZONTAL LOGO:

Love YOUR LOCAL

VERTICAL LOGO & INVERT:



THE TONE

The tone of this brand is more playful and light hearted, focusing in on the family and community aspects of Ada and the fun that is available all around; from local bookstores to donut shops. It's a sticker you might see on a child's bicycle helmet riding past or a decal sticker on a car in the parking lot of a busy mom grabbing donuts for her kids.

Love YOUR LOCAL

A NEW ADA VILLAGE CAMPAIGN

Supporting the Local Businesses

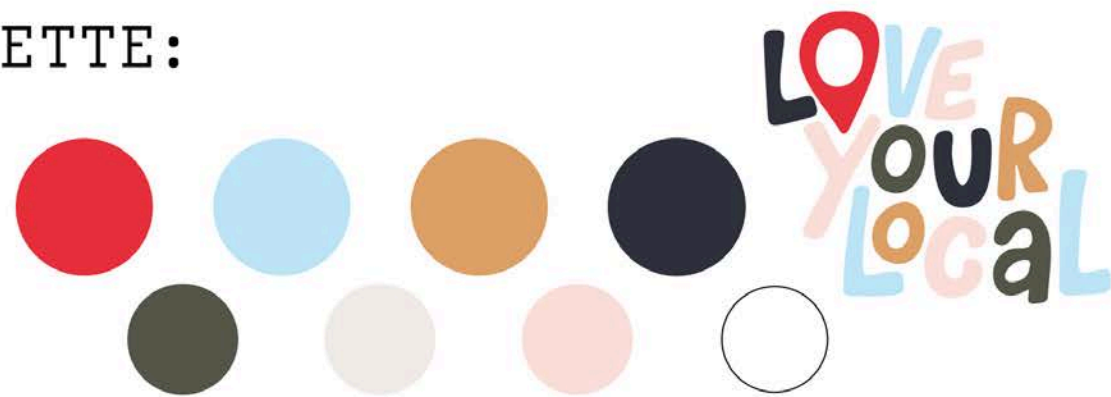
"Love Your Local" is a dynamic, community-driven campaign designed to boost foot traffic to local businesses, strengthen bonds between residents and entrepreneurs, and highlight the many benefits of shopping locally in Ada Township. Targeting residents, nearby community members, and visitors to the Grand Rapids area, the campaign unfolds in five strategic phases—from collaborative planning with local stakeholders and branding that captures Ada's charm, to an energetic launch event and ongoing community engagement through workshops, contests, and promotions. With tools like the #LoveYourLocal hashtag, a "Shop Local Passport," and compelling storytelling around local businesses, the campaign fosters a vibrant local economy while creating meaningful, lasting connections within the community. A final evaluation will measure success through metrics, surveys, and feedback to inform future initiatives, ensuring Ada continues to thrive through the power of local support.



COLOR PALETTE:

PRIMARY

SECONDARY



HEADING INPUT SERIF CONDENSED LIGHT ALL CAPS

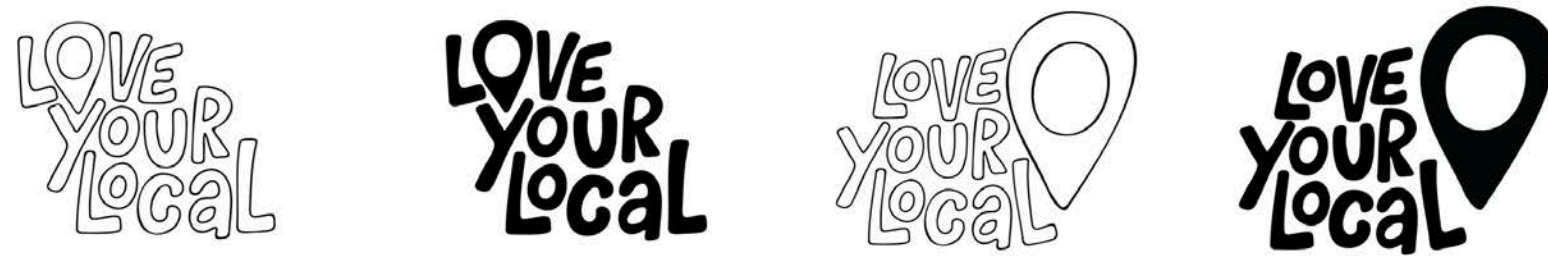
SUBHEADING FONT MENCA MEDIUM ALL CAPS

Body Menca Light

HORIZONTAL LOGO:



VERTICAL LOGO & INVERT:



THE TONE:

The tone of this brand plays on the idea of geographical location. Using the pin to accentuate the idea that local means what is right where we are. This means supporting local farmers, boutiques, going to events in the area to build community. The brand uses fun yet sophisticated colors to appeal to a wide array of audience members. Maybe a coloring page offered at some of the local restaurants. You might see someone wearing a tote at the farmers market to carry their local goods in. You might see a 20% discount at the local coffee shop if you bring in your own LYL mug!

LOVE your Local

A NEW ADA VILLAGE CAMPAIGN SUPPORTING THE LOCAL BUSINESSES

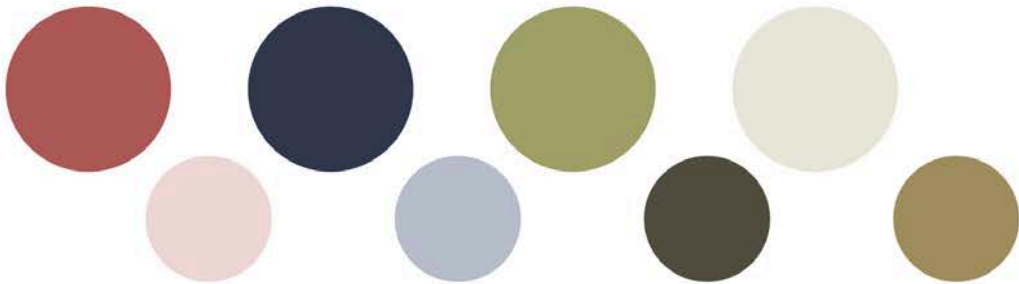
"Love Your Local" is a dynamic, community-driven campaign designed to boost foot traffic to local businesses, strengthen bonds between residents and entrepreneurs, and highlight the many benefits of shopping locally in Ada Township. Targeting residents, nearby community members, and visitors to the Grand Rapids area, the campaign unfolds in five strategic phases—from collaborative planning with local stakeholders and branding that captures Ada's charm, to an energetic launch event and ongoing community engagement through workshops, contests, and promotions. With tools like the #LoveYourLocal hashtag, a "Shop Local Passport," and compelling storytelling around local businesses, the campaign fosters a vibrant local economy while creating meaningful, lasting connections within the community. A final evaluation will measure success through metrics, surveys, and feedback to inform future initiatives, ensuring Ada continues to thrive through the power of local support.



COLOR PALLETTE:

Primary:

Secondary:



HEADING - RECOLETA MEDIUM CAPS

Subheading - Recoleta Medium Reg Capitalization

Body - Recoleta regular

PRIMARY LOGOS:



SECONDARY LOGO:



INVERTS:



THE TONE

The tone of this brand is more serious and sophisticated. It guides the audience towards the higher end restaraunts, boutique over chain hotel stays and a local latte and croissant. A logo you might see on Nonna's new coffee cups, a hat in Croft Haus or a sign on the front door of Myrth.

love your local

A NEW ADA VILLAGE CAMPAIGN

Supporting the Local Businesses

"Love Your Local" is a dynamic, community-driven campaign designed to boost foot traffic to local businesses, strengthen bonds between residents and entrepreneurs, and highlight the many benef its of shopping locally in Ada Township. Targeting residents, nearby community members, and visitors to the Grand Rapids area, the campaign unfolds in five strategic phases—from collaborative planning with local stakeholders and branding that captures Ada's charm, to an energetic launch event and ongoing community engagement through workshops, contests, and promotions. With tools like the #ShopAdaLocal hashtag, a "Shop Local Passport," and compelling storytelling around local businesses, the campaign fosters a vibrant local economy while creating meaningful, lasting connections within the community. A final evaluation phase will measure success through metrics, surveys, and feedback to inform future initiatives, ensuring Ada continues to thrive through the power of local support.





MEMORANDUM

Date: 5/12/25

TO: Downtown Development Authority Board Members
FROM: Kevin Austin, DDA Director
RE: Emergency Irrigation Repair

Overview:

This memo is to inform the Downtown Development Authority (DDA) Board of an emergency infrastructure repair that was authorized by the Township Manager and completed to ensure timely readiness for the upcoming DDA streetscape installations scheduled for May 19, 2025.

Incident Summary:

Despite winterization procedures being completed, two meter pits within the DDA district near the intersection of Thornapple River Dr and Old Headley St., experienced valve failures, allowing water to slowly seep into the irrigation lines. As temperatures dropped, this trapped water froze and expanded, resulting in significant damage to copper piping and the primary backflow prevention device, known as a Reduced Pressure Zone (RPZ) assembly. A photo of the damaged RPZ equipment is included below for reference. The failure of this system would prevent proper irrigation to most of the streetscape locations in the DDA district.



Emergency Response:

Given the urgency and impact on the majority of the DDA irrigation system, Director Dennis Brinks sought competitive repair estimates. Initial cost estimates were approximately \$13,000. However, Director Brinks

secured a more favorable quote from Thomet Custom Construction LLC for roughly \$7,000. Due to the critical timing and need to complete repairs before the streetscape installation, Director Brinks requested emergency purchase authorization. Township Manager Suchy approved the request, and the work was completed on Monday, May 12, 2025. The final invoice for the completed work totals \$6,953.92. Importantly, the repairs included modifications that are intended to prevent similar cold-weather failures at this location in the future.

Financial Impact:

This expense was not planned in the current fiscal budget; however, it will be assigned to the DDA Repair and Improvements General Ledger. A formal budget amendment will be presented in a future meeting to account for this additional expenditure.

Requested Action:

There is no requested action on this item, but it is instead provided to inform the DDA board of the expense and emergency approval.

Thomet Custom Construction LLC
1970 Pettis Ave NE
Ada, MI 49301
(616)437-1039
thometconstruction@gmail.com

INVOICE

BILL TO

Ada Township
7330 Thornapple River Dr.
Ada, Mi 49301

INVOICE # CM1387KC

DATE 05/13/2025

DUE DATE 06/01/2025

TERMS Due on receipt

DESCRIPTION	QTY	RATE	AMOUNT
14 Plumbing East Headley St near Library Replaced (2) Ball valves at water meter (2) stainless steel handles added lawn sprinkling riser drain in existing pit. This was a confined space pit next to road	1	1,506.39	1,506.39
14 Plumbing West Headley St. near museum (Valves leaked the froze and split pipe and RPZ) Replaced (2) Ball valves at water meter (2) stainless steel handles Replaced existing RPZ with new RPZ and strainer. Installed (1) Apollon4 ALF2 2" RPZ with (2) unions (this was done so BG dept can remove for winter and this won't happen again. M3 4ALF-208-A2F S# 30323D Replaced lawn sprinkler riser drain in existing pit	1	5,447.53	5,447.53

BALANCE DUE

\$6,953.92



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

Overview:

This memo outlines a proposal to extend the professional services contract with Tara Heerspink, Strategic Community Engagement Consultant, to continue support through July 1, 2025. This four-week extension, following the original contract end date of May 31, is proposed to ensure the successful execution and transition of community engagement initiatives that have been developed for the Ada Farmers Market and broader local partnerships.

Summary of Work and Justification for Extension:

Since April, Tara has led critical engagement efforts focused on building collaborative relationships with local businesses, schools, and community organizations. The outreach work has generated strong commitments from multiple stakeholders, including school administrators and local business owners, with the goal of fostering mutually beneficial partnerships to support the Farmers Market and its associated programming.

To maintain the momentum of these efforts and ensure successful handoff and implementation, Tara recommends extending her engagement through early July. She has expressed a commitment to working closely with Farmers Market intern Lauren Hallas to transition these initiatives effectively.

Additionally, Tara noted that due to availability of business owners and other personnel around spring break, she already extended her original contract by one week at no cost to the DDA, further demonstrating her commitment to delivering value and continuity.

Budget Impact:

Tara proposes to provide this additional service period for a flat rate of \$500, which is slightly below her previous contracted rate. Following the commitments already made under the Farmers Market Manager contract and Tara's original engagement, the Contracted Services GL line retains a balance of \$2,680, allowing this extension to be fully funded within the existing budget.

Farmers Market Manager Raquel Valverde supports this contract extension, citing its importance to the effective implementation of the market's community outreach strategies.

Strategic Alignment:

This proposal aligns with **DDA Objective #2: Align and Optimize Promotional Activities**, which calls for collaboration with local partners to amplify the reach and impact of DDA-supported events and initiatives.

Action Requested:

Board approval is requested to extend the current contract with Tara Heerspink under the terms outlined above and within her proposal.

Recommended Motion:

Motion to approve the extension of the contract for professional strategic community engagement services for the Ada Farmers Market with Tara Heerspink for the period of June 7, 2025, to July 1, 2025, for an amount not to exceed \$500, and to authorize the DDA Director to execute the contract extension with Tara Heerspink.

Ada Farmers Market Marketing Progress Report - Spring 2025 Initiatives & Upcoming Programs - Created by Tara Heerspink

May 14, 2025

This report provides an overview of Ada Farmers Market's community outreach & engagement initiatives developed over the past 45 days, current business partnership progress, and details about our upcoming school outreach program. We have made significant strides in expanding our local business network, developing creative cross-promotional content, and establishing educational programs that will strengthen community connections to our market.

Business Engagement Initiative (Past 45 Days)

Over the past six weeks, I have been cultivating relationships with local Ada businesses to secure partnerships:

- **Revolve Spin Studio** - Initial outreach/anticipating a schedule for June 9th promotional week.
- **Ada Village Pharmacy** - Initial outreach/anticipating June 16th promotional week.
- **Lark Wine Bar** - Interested in partnering, setting a meeting & anticipating June 23rd promotional week.
- **Local Boutiques (Ginas, Croft Haus, James and Laurel & Jack)** - Anticipating June 30th promotional week. Both Gina's and Croft House are interested, L&J and James will be contacted & meetings set.
- **SkinCo Lab** - Initial outreach - Anticipating July 7th promotional week.

For each partnership, I have developed:

- Custom video content concepts connecting their business to the market (**see attached**)
- Suggested production schedules
- Social media caption options
- Cross-promotional strategies tailored to each business

Additional business partnerships in development include:

- Local Financial Advisor - "Grow Your Wealth"
- Ada Dental Practice - "Smile at the Market"
- Ada Hardware
- Ada History Center
- Ada Hotel
- Plumfield Books
- Stone Falls of Ada
- Pilates in Ada

- Pursuite
- TipToes

These partnerships are designed to expand our market's reach by tapping into each business's customer base while creating valuable content that benefits all parties involved.

School Outreach Program Launch

“Seed to Market” Campaign at Ada Elementary

I am pleased to announce the launch of our educational outreach program at Ada Elementary School in late May. This initiative will:

- Introduce students to the connection between agriculture and their local food system
- Provide hands-on experience with seed germination and plant growth
- Create direct connections between classroom learning and the farmers market

Program Structure

1. **Classroom Sessions** (May 27-30)
 - Grade-appropriate presentations about seed germination and plant growth
 - Interactive demonstrations with local farmer
 - Distribution of “Seed to Market” kits for each student
2. **Hands-On Activities**
 - Seed planting workshops using bean seed germination kits we will provide
 - Seed growth journaling activities for students to track their plants' progress, created by us and branded w/ AFM logo & information.

Take-Home Materials for Parents

Each student will receive a take-home a seed journal containing:

- Complete market schedule with hours and location
- Information about SNAP/EBT acceptance and program
- Invitation to join us this summer at the market for family friendly programing
- QR code linking to more AFM info

Conclusion & Recommendations

The past 45 days have yielded substantial progress in developing a comprehensive community engagement strategy for the 2025 market season. Through our business partnerships and educational outreach, we are creating multiple touchpoints for community members to connect with the market beyond traditional shopping visits.

Due to the timing of spring break, I will be extending my services into the first week of June at no additional cost. However, to maintain momentum and ensure successful execution of the business partnership campaign, I am requesting an extension of services to assist the Farmers Market Manager with production & content creation from June 7th through July 1st at an additional cost of \$500.

This extended support will be instrumental in launching the first 6-8 business partnerships and will allow us to pre-record and prepare sufficient content for the market manager to independently manage the campaign through July and have the “blueprint” set to use for the remainder of the season without requiring further assistance. This approach ensures a smooth transition and sustained marketing presence throughout the summer season.

We are particularly excited about the “Seed to Market” program, as it represents our first formal partnership with the local school system and creates opportunities for sustainable, multi-generational market engagement.

I welcome the committee’s feedback on these initiatives and are prepared to provide additional details on any aspect of this report during our upcoming meeting.

Thank you,

Tara Heerspink

Ada Farmers Market Community Connection - Local Business Cross-Promotion Marketing Plan (as of May 14, 2025)

Created by, Tara Heerspink

Theerspink@gmail.com / 616-710-0146

Video/Reel Concepts

Concept 1: “Farm to Fitness” (with Revolve Spin Studio)

A fun, energetic video showing how fresh produce from the farmers market fuels great workouts at Revolve Spin Studio.

Content Details:

- Begin at the farmers market with a Revolve instructor selecting colorful produce
- Transition to the studio where participants make pre-workout smoothies with market ingredients
- Show a quick, energetic montage of the spin class powered by “farm-fresh energy”
- End with participants enjoying post-workout snacks from the market
- Include testimonials about how local, fresh food improves workout performance

Concept 2: “Medicine Cabinet Meets Market Basket” (with Ada Village Pharmacy)

A simple, practical video showing how everyday pharmacy products pair perfectly with farmers market finds to support everyday health and wellness.

Content Details:

- Friendly pharmacist selects 5 common health concerns (seasonal allergies, minor pain, sleep, digestion, immunity)
- For each concern, show a popular over-the-counter product from the pharmacy
- Cut to farmers market where the pharmacist finds a complementary fresh food (local honey for allergies, tart cherries for inflammation, etc.)
- Simple split-screen showing “Perfect Pairs” of pharmacy products and market items
- Quick tips from the pharmacist on how these combinations work together
- End with an invitation to visit both locations for personalized recommendations

Video/Reel Concepts... Continued

Concept 3: “From Market to Menu” (with Lark Wine Bar)

A farm-to-table journey showcasing how Lark Wine Bar’s chef transforms fresh farmers market ingredients into delicious seasonal dishes.

Content Details:

- Chef’s early morning visit to the farmers market, selecting the freshest produce
- Conversations with farmers about their growing methods and special varieties
- Behind-the-scenes in Lark’s kitchen as the chef creates a special dish using market ingredients
- Presentation of the finished dish paired with a complementary local wine

Concept 4: “Farmers Market Fashion” (with Ginas, Croft Haus, Laurel & Jack and James Boutiques)

A stylish showcase of market-appropriate fashion that highlights each boutique’s unique aesthetic while emphasizing comfortable, practical market shopping attire.

Content Details:

- Models from each store wearing their “farmers market best” outfits
- A fashion montage showing each boutique’s summer styles in action at the market
- Practical demonstrations of market-friendly features (sun protection, comfortable shoes, stylish market bags)

Concept 5: “Summer Skin Protection” (with SkinCo Lab)

An educational yet engaging video about protecting your skin while enjoying outdoor summer activities like the farmers market.

Content Details:

- SkinCo specialists demonstrating proper sunscreen application techniques
- Tips for staying protected during a typical market visit

Production Schedule

Revolve Spin Studio (Week of June 9th)

- **Recording:** June 3 (Market Day) & June 4 (At Spin Studio)
- **Editing:** June 4-5
- **Review:** June 6 (Both parties)
- **Posting:** June 9 (Monday before market day)

Ada Village Pharmacy (Week of June 16th)

- **Recording:** June 10 (Market Day) & June 11 or 12 (At Pharmacy)
- **Editing:** June 12-13
- **Review:** June 13- 14 (Both parties)
- **Posting:** June 16 (Monday before market day)

Lark Wine Bar (Week of June 23rd)

- **Recording:** June 10 (Market Day) & June 11 or 12 (At Lark Wine Bar)
- **Editing:** June 18-20
- **Review:** June 20th (Both parties)
- **Posting:** June 23rd

Clothing Boutiques (Week of June 30th)

- **Recording:** June_____ (At each boutique)
- **Editing:** June 25th-26th
- **Review:** June 27th (All parties)
- **Posting:** June 30th

SkinCo Lab (Week of July 7th)

- **Recording:** June _____ (At SkinCo Lab)
- **Editing:** June 25-26th
- **Review:** June 27th (Both parties)
- **Posting:** July 7th

Caption Options/Suggestions

For “Farm to Fitness” Video

1. “From our fields to your fitness journey! See how @AdaFarmersMarket produce powers the amazing workouts at @RevolveSpin. #FarmToFitness #LocalPower”
2. “The secret ingredient to a great workout? Fresh, local produce from Ada Farmers Market! Watch how @RevolveSpin uses our farm-fresh goodies to fuel their amazing classes. #EatLocalWorkoutLocal”
3. “Two local favorites come together! @AdaFarmersMarket and @RevolveSpin show you how eating local makes your workouts more powerful. Stop by both this week for special cross-promotions! #AdaLocal”

For “Medicine Cabinet Meets Market Basket” Video

1. “Health comes from everywhere! See how @AdaVillagePharmacy products pair perfectly with @AdaFarmersMarket finds for everyday wellness. #PerfectPairs #LocalHealth”
2. “The best of both worlds! Discover how @AdaVillagePharmacy and @AdaFarmersMarket work together to keep Ada healthy. Visit both this week for special recommendations! #AdaWellness”
3. “Wellness simplified! @AdaVillagePharmacy shows us how their products complement fresh finds from our farmers market for complete health solutions. #ShopLocalFeelBetter”

For “From Market to Menu” Video

1. “Watch the journey from our farmers’ hands to your plate! Chef @LarkWineBar transforms today’s market finds into tonight’s special. #MarketToMenu #FarmToTable”
2. “The freshest ingredients make the most delicious dishes! Follow @LarkWineBar’s chef as they shop our market for tonight’s special menu item. Try it this week! #TasteLocal #AdaEats”
3. “This is what farm-fresh tastes like! @AdaFarmersMarket and @LarkWineBar collaborate to bring you a seasonal dish that celebrates our local bounty. #SeasonalEating #ChefsFavorite”

Caption Options ... continued

For “Farmers Market Fashion” Video

1. “Market day style has never looked so good! See how @Ginas, @CroftHaus, @Larual& Jack and @JamesBoutique dress for a perfect day of local shopping. #MarketFashion #ShopLocalLookLocal”
2. “4 boutiques, one destination! @AdaFarmersMarket becomes the runway for summer styles from @Ginas, @CroftHaus, and @JamesBoutique @Larual&Jack. Which look is your favorite? #AdaStyle”
3. “Fashion meets function at the farmers market! Discover the perfect market day outfits from @Ginas, @CroftHaus, @Larual&Jack and @JamesBoutique while supporting local businesses. #MarketChic #AdaFashion”

For “Summer Skin Protection” Video

1. “Enjoy the market all summer long! @SkinCoLab shows us how to protect our skin while shopping outdoors at @AdaFarmersMarket. #SunSafety #SummerSkincare”
2. “Market day essentials: Your shopping bag, cash, and sunscreen! Watch how @SkinCoLab keeps shoppers protected during long, sunny days at our market. #ProtectYourSkin #MarketMust”

Cross-Promotion Strategies/Suggestions

For Revolve Spin Studio

1. **In-Studio Market Display:**
 - Set up farmers market flyer in the studio lobby
 - Distribute market food truck schedule for customers to grab a bite after workout
2. **Market Membership Perks:**
 - Offer a special discount on class packages for farmers market regular shoppers
3. **Social Media Coordination:**
 - Share each other's posts with custom commentary
 - Create a joint Instagram story series: "From Farm to Fitness Tips"
 - Host a joint giveaway requiring follows and shares of both accounts

For Ada Village Pharmacy

1. **Wellness Package Collaboration:**
 - Create bundled wellness packages featuring pharmacy items and market produce
 - Set up a "wellness corner / Offer recipe cards at the pharmacy that incorporate market ingredients
2. **Health Knowledge Exchange:**
 - Host mini "Ask the Pharmacist" sessions at the farmers market (or via IG)

For Lark Wine Bar

1. **Menu Collaboration:**
 - Create a "Market Special" dish featuring ingredients sourced directly from the farmers market

Cross-Promotion Strategies/Suggestions... Continued

For Clothing Boutiques (Ginas, Croft Haus, L&J, James)

1. **Fashion Meets Function:**
 - Each boutique creates a “Market Day Collection” featuring comfortable, stylish shopping attire
2. **Joint Promotions:**
 - “Shop & Shop” discount: Show a same-day boutique receipt for a discount at the market and vice versa

For SkinCo Lab

1. **Skin Protection Education:**
 - Set up a sunscreen application station at the farmers market
 - Host mini skin consultations focused on outdoor protection at a market booth
2. **Market-Day Promotions:**
 - Offer a “Fresh Face” discount at SkinCo Lab when customers show farmers market receipts
 - Create a “Market Day Skin Recovery” treatment designed for post-market rejuvenation

Implementation Tips

- Ensure consistent branding and messaging across all platforms
- Tag each other in all related social media content
- Create a unified hashtag (#AdaLocal or #AdaTogether) for all cross-promotion content

Market Day - Creative Collaboration Ideas for Local Businesses visiting the Ada Farmers Market

(Shared via IG Stories)

This idea shares connections between seemingly unrelated services and the farmers market experience, while generating fun & engaging content that both businesses and the market can share across platforms.

Edward Jones Knapp Wealth Management: "Growing Wealth" Tips for Instagram Stories with Local Financial Advisor Knapp Wealth Management

Concept Overview

Market day where the financial advisor creates parallels between growing produce and growing wealth, offering practical financial advice in a farmers market context.

Cross-Promotion Strategy

- Date Suggestion: TBD
- Day-of Instagram stories from both accounts showing the advisor interacting with vendors and visitors
- Story showcasing advisor sharing tip :

"Just like farmers plant seeds weekly for a continuous harvest, set up an automatic transfer of just \$20 per week to a high-yield savings account. You'll barely notice it missing from your budget, but in one year, you'll have over \$1,000 plus interest growing for you. Small, consistent actions lead to significant growth—in gardens and in finances."

"Smile at the Market" with Local Dentist

Concept Overview

A family-friendly engagement focusing on the connection between fresh, local foods and dental health, offering approachable dental education in a non-clinical setting.

Cross-Promotion Strategy

- "Smile-Friendly Shopping Tour" – guided market tours highlighting teeth-healthy foods
- Dentist shares "Did You Know?" facts about market foods and dental health

30-60 Second Instagram Story Script: "Smile-Worthy Selections"

[Dentist on screen at farmers market produce stand]

Dentist: "Hi Ada! Dr. _____ here at the farmers market finding smile-friendly foods! Did you know? These crunchy carrots from [_____ Farm] actually clean your teeth while you eat them, removing plaque and stimulating gums naturally!"

[Next Story Slide]

Dentist: "And over here, this local raw honey from [vendor name] - much better for your teeth than processed sugar!"

[Next Story Slide - Close-up of dentist with leafy greens]

Dentist: "One more quick fact: these dark leafy greens from [vendor name] are packed with calcium that strengthens your enamel! Your teeth love farmers markets as much as your taste buds do! Visit us at _____ Dental next week and mention this video for a free consultation!"

[Text overlay: #AdaMarketSmiles]



MEMORANDUM

Date: 5/13/25

TO: Ada Township Board
FROM: Kevin Austin, DDA Director
RE: Request feedback on Baton Collectives request for Distribution of Economic Survey

Purpose:

The purpose of this memo is to inform the Downtown Development Authority (DDA) Board of a new initiative being undertaken by the Township in collaboration with **Baton Collective**, involving the development and launch of a **Public Economic Survey**. This project is currently in progress and is intended to gather critical insights into community perceptions, priorities, and economic development opportunities.

Background:

At the April 14, 2025, Township Board (TB) meeting, the Board reviewed a proposal to begin collaboration with Baton Collective on a public-facing economic survey. As part of this process, **Manager Suchy presented a formal memo** outlining the Township's proposed role in the initiative. The memo included information about the proposed partnership, goals of the survey, and anticipated outcomes.

The firm selected by Baton Collective to conduct the survey is the **Chesapeake Group**, which previously supported the Township in 2016 during the **Envision Ada** planning process.

Materials Provided for Review:

To support your understanding of this initiative, the following materials are attached to this memo:

- **Memo from Manager Suchy** (presented at the April 14 TB Meeting)
- **First Draft of Survey Questions** (subject to refinement)
- **Excerpt from Township Board Meeting Minutes** (April 14, 2025), highlighting the discussion and action taken regarding the proposal

Current Status:

Since the Township Board's direction to proceed, staff has remained in ongoing correspondence with Baton Collective to address a series of logistical and content-related questions regarding survey conduct, timing, and promotion strategies. Baton is still in the process of finalizing responses to these inquiries before the survey is officially launched.

Next Steps & DDA Input Requested:

This memo is provided for your awareness and input as the Township prepares to formally participate in the survey initiative. While no immediate action is required, the DDA Board is encouraged to:

1. Review the attached materials
2. Provide any input or suggestions regarding survey content or execution
3. Share any priorities or themes the DDA would like to see reflected in the public feedback process

DDA feedback will help ensure that the survey reflects the unique knowledge and awareness of the DDA board members, as has been acquired through years of service in your positions.



MEMORANDUM

Date: 4/9/25

TO: Ada Township Board
FROM: Julius Suchy, Township Manager
RE: Request from Baton Collective for Distribution of Economic Survey

Background:

Loren Crandell, CEO of the Baton Collective, has requested the Township's assistance in completing an economic survey of the village area. Baton Collective is interested in engaging the Chesapeake Group to conduct this survey on their behalf. I have attached a copy of Mr. Crandell's request.

The request is for the Township to utilize its social media channels to distribute the survey, and in return, the Township would receive the survey results. Baton Collective is also seeking to partner with the Ada Business Association to assist in distributing the survey. I have attached a draft copy of the survey that will be distributed.

Due to the unique nature of the request, the Township Board should weigh in on the Township's potential partnership for the Economic Survey of the Village area. This information could be helpful to the Township and the Planning Department as they examine the Village area and potential development in the "C block."

I asked if the survey would be distributed via other means, and the response was as follows:

"The Chesapeake Group has found that social media outlets are really the quickest and most effective way to reach folks and get their feedback these days. The plan is for this survey to be posted on all the social media platforms of Ada Township and the ABA. From their Discover, Ada will pick it up and repost it to their outlets. There is no plan for a mass email or postal mail distribution of this survey. Those methods are not well-received or responded to; neither of which we want from our constituents in Ada. The survey questions are very similar to those asked in 2006 by Randall Gross Development and again in 2016 by The Chesapeake Group. Those two surveys led to the Envision Ada project and much of the development we've seen today in Ada."

Recommendation:

Staff do not see an issue with assisting in distributing the economic survey if the Township receives a copy of the survey results. The Township has utilized its social media channels at different times to share surveys from the Grand Valley Metro Council and other agencies with which it is affiliated, and it has not received the full data set in those instances.

Requested Motion: No motion required. Discuss whether the Township should partner with Baton Collective to distribute an economic survey of the Village area.

Ada Village Economic Study | 2025 Survey

From Loren Crandell <lorenc@batoncollective.com>

Date Fri 3/21/2025 2:13 PM

To Julius Suchy <jsuchy@adatownshipmi.com>

Cc Chris Caswell <chrisc@batoncollective.com>

 1 attachment (100 KB)

SurveyMonkey_522312875 (1).pdf;

Thanks for the chat on this topic today, Julius. Appreciate you talking it over with Tom and your team early next week. Again, Baton engaged [The Chesapeake Group, Inc](#) to conduct this survey on our behalf (see *2025 draft survey attached*). They were the organization who did this study for Ada Township back in 2016. The survey has very similar questions from the original with some tweaks to make it relevant to what we know Ada to be today.

Our desire would be for Ada Township to deploy the survey via your various digital platforms. From there, the ABA and DiscoverAda would pick it up and share as well for additional exposure and reach. We'd share the resulting data set with all three parties for full transparency.

Look forward to hearing your thoughts next week. I've copied in [@Caswell, Chris \(Baton Collective\)](#) who's leading this project for Baton. He can answer any questions you may have, especially as I'm traveling a good portion of next week.

Cheers,



LOREN CRANDELL

CEO

c 616.890.6090

e lorenc@batoncollective.com



Ada Township and Other Resident Survey 2025

The following survey is being conducted in cooperation with Ada Township and the Ada Business Association and provides valuable input into development planning processes. Your input is extremely valuable to us. Ada Township, area employees, and others who have an interest in the future of Ada are encouraged to complete the survey.

The survey is strictly confidential. You are not asked to provide, nor do we have any way of identifying your name, address, email or other specific information for the person or residence responding to the questionnaire.

A consulting firm, The Chesapeake Group, has been retained to conduct the survey and analysis.

Please take a few minutes to fill out the questionnaire. Should there be any question that you are uncomfortable answering, do not answer it; but go to the next one.

Thank you in advance for helping in this effort.

SPENDING AND RELATED INFORMATION

1. Is the operation in which you purchase most of your groceries in Ada Township or elsewhere?

- ☐ Ada Township ☐ Outside of Ada Township ☐ Not certain

2. Which of the following best describes the usual amount spent on groceries each week?

- | | | |
|---------------------------------------|---|---|
| <input type="radio"/> Less than \$45 | <input type="radio"/> \$100 to \$124.99 | <input type="radio"/> \$250 or \$299 |
| <input type="radio"/> \$45 to \$59.99 | <input type="radio"/> \$125 to \$149.99 | <input type="radio"/> \$300 to \$349.99 |
| <input type="radio"/> \$60 to \$74.99 | <input type="radio"/> \$150 to \$199.99 | <input type="radio"/> \$350 or more |
| <input type="radio"/> \$75 to \$99.99 | <input type="radio"/> \$200 to \$249.99 | |

3. Which of the following best describes the frequency that you eat DINNER outside the home at any type of food service establishment?

- | | | |
|---|---|--|
| <input type="radio"/> A few times/week | <input type="radio"/> Once/ month | <input type="radio"/> Less often than a few times/year |
| <input type="radio"/> About once/week | <input type="radio"/> 4 to 9 times/year | |
| <input type="radio"/> About twice/month | <input type="radio"/> A few times/year | |

4. When eating DINNER out, which of the following best describes the type of establishment most often frequented?

- ☐ A national or regional chain full-service restaurant ☐ Fast food operation ☐ Other
- ☐ A local non-chain full-service restaurant ☐ All you can eat buffet
- ☐ A national, regional or local fast casual chain operation ☐ Sub shop

5. Which of the following best describes the general location of the establishment most often frequented for DINNER?

- ☐ In Ada Township ☐ Outside of Ada Township ☐ Not certain

6. Which of the following best describes the frequency that you eat LUNCH outside the home or place of employment at any type of food establishment?

- ☐ A few times/week ☐ Once/ month ☐ Less often than once/year
- ☐ About once/week ☐ 4 to 9 times/year
- ☐ About twice/month ☐ Once or twice/year

7. When eating LUNCH out, which of the following best describes the type of establishment most often frequented?

- ☐ A national or regional chain full-service restaurant ☐ Fast food operation ☐ Other
- ☐ A local non-chain full-service restaurant ☐ All you can eat buffet
- ☐ A national, regional or local fast casual chain operation ☐ Sub shop

8. When eating LUNCH out, are the operations most often within Ada Township or outside of Ada Township?

- ☐ In Ada ☐ Outside of Ada ☐ About equally split ☐ Not certain

9. Which of the following best describes the frequency you have LUNCH OR DINNER delivered to your home from Door Dash, Uber Eats, the establishment's own system, or others?

- ☐ Once a week or more often ☐ A few times a month ☐ Once a month ☐ Every few months
- ☐ Once or twice a year ☐ Rarely or never

10. What is the name of the store at which you purchase most of your clothes?

11. Which of the following best describes the amount of money you spend in a year on clothing for you and other members of your household?

- | | | |
|--|--|--|
| <input type="radio"/> Less than \$500 | <input type="radio"/> \$2,500 to \$7,499 | <input type="radio"/> \$20,000 or more |
| <input type="radio"/> \$500 to \$999 | <input type="radio"/> \$7,500 to \$9,999 | <input type="radio"/> Not certain |
| <input type="radio"/> \$1,000 to \$2,499 | <input type="radio"/> \$10,000 to \$19,999 | |

12. Are the purchases for clothes generally made online or at a bricks and mortar location?

- ☐ Online ☐ Bricks and mortar ☐ About equal ☐ Not certain

DEMOGRAPHICS & LIFESTYLES

13. How many people live in your household?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 or more

14. How many people in your household are YOUNGER than six years of age?

- ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 or more

15. How many people in your household are employed full-time?

- ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 or more

16. How many people in your household are employed part-time?

- ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 or more

17. Is there anyone in your household that is not employed or employed part-time that would like to be employed full-time?

- ☐ No ☐ Yes, 1 person ☐ Yes 2 or more people

18. In which of the following age category does your household's PRIMARY INCOME earner fall?

- ☐ Under 25 ☐ 25 to 34 ☐ 35 to 44 ☐ 45 to 54 ☐ 55 to 64 ☐ 65 to 74
☐ 75 or over

19. In which of the following age category do YOU the respondent to the survey fall?

- ☐ Under 25 ☐ 25 to 34 ☐ 35 to 44 ☐ 45 to 54 ☐ 55 to 64 ☐ 65 to 74
☐ 75 or over

MEANS OF TRANSPORTATION

20. How many personal vehicles does your household own or lease?

- ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 or more

21. How many personal vehicles owned or leased are more than five years old?

- ☐ None ☐ One ☐ Two ☐ Three or more ☐ Not applicable

22. How many members of your household either ride bikes or walk for fitness or recreation purposes?

- ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 or more

CURRENT & FUTURE HOUSING

23. Do you own or rent the home in which you live?

- ☐ Own/Buying ☐ Rent ☐ Neither

24. Which of the following best describes the amount of time you have lived at your current address?

- ☐ 2 years or less ☐ 3 to 4 years ☐ 5 to 9 years ☐ 10 to 19 years ☐ 20 or more years

25. Which of the following best describes the amount of your TOTAL monthly rent or mortgage payment? (Include escrowed taxes and insurance if part of your payment)

- | | | |
|--|--|--|
| <input type="radio"/> None | <input type="radio"/> \$1,250 to \$1,499/month | <input type="radio"/> \$2,500 to \$2,999/month |
| <input type="radio"/> Less than \$600/month | <input type="radio"/> \$1,500 to \$1,749/month | <input type="radio"/> \$3,000 to \$3,499/month |
| <input type="radio"/> \$600 to \$999/month | <input type="radio"/> \$1,750 to \$1,999/month | <input type="radio"/> \$3,500 to \$3,999/month |
| <input type="radio"/> \$1,000 to \$1,249/month | <input type="radio"/> \$2,000 to \$2,499/month | <input type="radio"/> \$4,000 or more/month |

26. Which of the following best describes the current size of your home?

- | | | |
|--|--|--|
| <input type="radio"/> Less than 750 square feet | <input type="radio"/> 1,500 to 1,749 square feet | <input type="radio"/> 3,000 to 3,999 square feet |
| <input type="radio"/> 750 to 999 square feet | <input type="radio"/> 1,750 to 1,999 square feet | <input type="radio"/> 4,000 to 4,999 square feet |
| <input type="radio"/> 1,000 to 1,249 square feet | <input type="radio"/> 2,000 to 2,499 square feet | <input type="radio"/> 5,000 square feet or more |
| <input type="radio"/> 1,250 to 1,499 square feet | <input type="radio"/> 2,500 to 2,999 square feet | <input type="radio"/> Not certain |

27. Because of life-style changes, rental conditions, housing market conditions, employment changes, increase or decrease in family size, changes in physical or fiscal conditions, or for medical or other reasons do you see yourself potentially moving from your current home in the next 5 years?

☐ Yes ☐ No ☐ Maybe

28. Hypothetically, if such a move occurred, is there a reason to believe that the move would likely be to an area outside of Ada Township, Kent County, or this area of Michigan?

☐ Yes ☐ No ☐ Uncertain

29. If you were to move in the next 5 years, would you be likely to move to a housing unit that was larger, smaller, or about the same size as your current home?

☐ Larger ☐ Smaller ☐ Same ☐ Uncertain

30. If you were to move, for what characteristics would you be looking in the new housing unit? (please identify all those that apply)

	Most important	Important	Not Important	Uncertain	
rental unit only	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ownership unit only	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
maybe owner or rental unit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
condominium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
single-family unit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
multi-family unit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
smaller than current unit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
larger than current unit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
about same size as current unit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a walkable environment for recreation, shopping and other activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a compact area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a large lot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
quality schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
safe area or development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
independent adult living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
assisted living housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
active adult community with recreational amenities such as golf, clubhouse, pool, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
one bedroom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
two bedrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
more than two bedrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
master bedroom on first floor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

ADDITIONAL INFORMATION

31. On a scale of 1 to 5, with 5 being Excellent and 1 being Poor, please rank each of the following in Ada Township?

	1 Poor	2 Fair	3 Good	4 Very Good	5 Excellent
Housing Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of professional and personal services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ada Township shopping options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ada Township shopping experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking experiences that are safe, comfortable and interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. What types of activities would you like to see developed in Ada Township for our residents, their extended families, area employees, and neighboring residents that you would be likely to patronize? Please provide all that you believe you would patronize.

33. Please provide your zip code.

34. In which of the following categories does YOUR TOTAL annual household income fall? (Include pension or Social Security if applicable)

- | | | |
|--|--|---|
| <input type="radio"/> Less than \$10,000 | <input type="radio"/> \$50,000 to \$74,999 | <input type="radio"/> \$250,000 to \$299,999 |
| <input type="radio"/> \$10,000 to \$14,999 | <input type="radio"/> \$75,000 to \$99,999 | <input type="radio"/> \$300,000 to \$399,999 |
| <input type="radio"/> \$15,000 to \$19,999 | <input type="radio"/> \$100,000 to \$149,999 | <input type="radio"/> \$400,000 or more |
| <input type="radio"/> \$20,000 to \$29,999 | <input type="radio"/> \$150,000 to \$199,999 | <input type="radio"/> I am a full-time student and am supported by grants, loans, my family or others |
| <input type="radio"/> \$30,000 to \$49,999 | <input type="radio"/> \$200,000 to \$249,999 | <input type="radio"/> Not certain or refuse |

Consider Economic Data Study Request to be Administered by the Chesapeake Group from Baton Collective.

Supervisor Korth asked for this to be put on the agenda, particularly for the new members of the board that are unfamiliar with this relationship and in addition so we can have a conversation about this in context of what they are working on currently.

Loren Crandle CEO of Baton Collective:

There have been conversations internally about the future. Specifically, about donorship and what is next. The family has been involved in the development of Ada (A block and B block) over the last 10 years. Its amazing to see what has been accomplished, the last building is nearly complete and the hotel is open. Community is continuing to thrive. The board is having conversations about the future. Our ownership is having conversation about the future as well and is eager to understand where their investments will go next. They are passionate about the Ada community, but have had conversations about how much is too much? How much commercial activity can this community take on. I can't make a recommendation to continue to invest millions without data to back it up, that the investment is worthwhile. We are looking at collecting data and metrics to back up additional development down the road. We want to go forth and put together this additional survey. The cost will come at the expense of Baton Collective, but in partnership with Ada Township, and the ABA. All data would be shared transparently across all three parties for future use. It's necessary to assess what we have today and what the residents of this community wants for future.

Supervisor Korth wanted this presented because we are being asked to use our name on this. This is why he thought it was important we all talk about it; to get a sense of where everyone is on it.

Trustee Proos: It is imperative that we look at this not only futuristically but historically. Where would we be without our partners. They have been important. They did not drive the bus. But they were watching. This board is not a planning commission, we are a decision-making commission. This has drawn people into Ada in ways we never imagined. I am in favor of this but we can't be the front meeting in this.

Trustee Hurwitz: Is that information going to be proprietary? Who is it going to be shared with? Wants to make sure that we are not liable if that information gets distributed elsewhere.

Lauren stated that it would also be shared with the ABA.

Clerk DeMarco: I think it is a great survey, you said it was going out on several digital platforms. Certain people will be missed because there are people that do not engage on social media.

Supervisor Korth: There is a difference in getting results and getting the correct information. We are not a young township like some communities. If Ada wanted to participate financially in that part of it, would you be open to that?

Loren: Yes. We can either accept it as is, or ask to talk with the other departments to get some more input.

Trustee Damstra: I have background in survey and data reporting. I like the survey, I do think it is a little long, but also wondering if there are additional things we may want to ask? Also suggested doing QR Code. Results should be segmented by, employees, business owners and residents.

Trustee Damstra will work with Loren. No Motion necessary.

Schedule Work Session to Discuss New Township Hall Project.

Scheduling a dedicated work session for the board members to discuss the needs for the new Township Hall Project. Clerk DeMarco, added that the department heads should be informed and invited to give their input also. Motion is to authorize the Township Manager to schedule the work session.

Moved by Trustee Carter, supported by Trustee Hurwitz. Motion Carried.

DEPARTMENT REPORTS

- A. Township Manager Report – April 9, 2025
- B. Assessing Department Report -April 1, 2025
- C. Building, facilities & Grounds Department Report – April 14, 2025
- D. Clerk's Office Report -April 14, 2025
- E. Downtown Development Authority Director Report – April 14, 2025
- F. Fire Department Report - March 2025
- G. Historical Society Executive Director Report – March 30, 2025
- H. Parks & Recreation Department Report – March 30, 2025
- I. Planning Department Report – March 31, 2025
- J. Engineering Monthly Report – April 1, 2025
- K. F&V Operations & Resource Management Utility Report – March 31, 2025

Manager Suchy commented that he is sad to see Deputy Chase depart. Clerk DeMarco added- while only here a short time she was really impactful. If there is some way we could extend our gratitude, a get together or a pot luck or something. Is that is something we should do for her? Manager Suchy said he would follow up with Deputy Chase.

Supervisor Korth: Comment related to the Fire Departments report from March. I was surprised to see the year over year change was dramatic in the number of calls, for the same period of time. I would just like to know why this might have occurred. Medical appears to be the main number. Treasurer Moran, said he would follow up with Chief Murray. Potentially from storms during that time. Will ask for clarification .

Trustee Proos mentioned that at some point we need to talk about the fall leaf program. Consensus that the cost was a bit of a shock. Maybe there is an alternative that can be found.

Manager Suchy suggested maybe we could schedule a regular, possibly quarterly, work session meeting to talk about some of these other issues regarding the Township.

BOARD MEMBER COMMENT

Treasurer Moran: just a big thank you to everyone that helped out the treasure department last week. While the majority of us were out of town. I really appreciate that especially the efforts of the Clerks office and the Temp that we have. Much gratitude from myself.

Clerk DeMarco, said thank you and introduced Angela DeLing our new Transcriber, as well as Bridgette Mack the new temporary Admin Assistant. Marthene Wamser has retired after many years. I will be posting a job description and a position opening at the end of April. I need to do it in a time frame to allow Deputy McIntosh and I to get through the election process. Therefore, when resumes come in we will have time to sit down and review them.

05/15/2025 05:29 PM

REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP

Page: 1/2

User: KAUSTIN

PERIOD ENDING 04/30/2025

DB: Ada

% Fiscal Year Completed: 8.22

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

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 04/30/2025 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 04/30/2025 INCREASE (DECREAS	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 248 - DDA FUND						
Dept 000.000						
248-000.000-401.405	TAXES: DDA AD VAL	296,000.00	0.00	0.00	296,000.00	0.00
248-000.000-401.406	TAXES: DDA IFT	20,375.00	0.00	0.00	20,375.00	0.00
248-000.000-665.000	INTEREST REVENUE	9,000.00	0.00	0.00	9,000.00	0.00
Net - Dept 000.000		325,375.00	0.00	0.00	325,375.00	
Dept 020.000 - TAXES						
248-020.000-406.000	TAXES: DDA MILLAGE	505,000.00	0.00	0.00	505,000.00	0.00
248-020.000-573.000	LOCAL COMMUNITY SABILIZATION	125,000.00	0.00	0.00	125,000.00	0.00
Net - Dept 020.000 - TAXES		630,000.00	0.00	0.00	630,000.00	
Dept 026.000 - CONTRIBUTIONS						
248-026.000-654.001	BEERS AT THE BRIDGE	70,000.00	9,750.00	9,750.00	60,250.00	13.93
Net - Dept 026.000 - CONTRIBUTIONS		70,000.00	9,750.00	9,750.00	60,250.00	
Dept 027.000 - OTHER REVENUE						
248-027.000-675.000	MISC AND OTHER REVENUE	0.00	320.00	320.00	(320.00)	100.00
Net - Dept 027.000 - OTHER REVENUE		0.00	320.00	320.00	(320.00)	
Dept 028.000 - FARMER'S MARKET						
248-028.000-675.000-FARMERMARKET	MISC AND OTHER REVENUE	5,000.00	0.00	0.00	5,000.00	0.00
248-028.000-675.001-FARMERMARKET	REGISTRATIONS	10,000.00	4,400.00	4,400.00	5,600.00	44.00
Net - Dept 028.000 - FARMER'S MARKET		15,000.00	4,400.00	4,400.00	10,600.00	
Dept 272.000 - GENERAL ADMINISTRATION						
248-272.000-890.001	BEERS AT THE BRIDGE	70,000.00	1,154.00	1,154.00	68,846.00	1.65
248-272.000-890.002	WINTER WONDERLAND	33,000.00	0.00	0.00	33,000.00	0.00
248-272.000-890.004	4TH OF JULY	1,000.00	0.00	0.00	1,000.00	0.00
248-272.000-890.005	SANTA PARADE	1,000.00	0.00	0.00	1,000.00	0.00
248-272.000-890.006	TINSEL, TREATS & TROLLEYS	10,000.00	10,000.00	10,000.00	0.00	100.00
248-272.000-890.007	MUSIC ON THE LAWN	2,500.00	0.00	0.00	2,500.00	0.00
248-272.000-959.000	CONTRIBUTIONS TO OTHER GOVN'T	75,000.00	0.00	0.00	75,000.00	0.00
Net - Dept 272.000 - GENERAL ADMINISTRATION		(192,500.00)	(11,154.00)	(11,154.00)	(181,346.00)	
Dept 277.000 - DDA OPERATIONS/CONSTRUCTION						
248-277.000-704.000	WAGES	81,000.00	6,230.76	6,230.76	74,769.24	7.69
248-277.000-704.001	WAGES - SUPPORT	43,083.00	3,140.94	3,140.94	39,942.06	7.29
248-277.000-707.001	WAGES - INTERN	9,900.00	0.00	0.00	9,900.00	0.00
248-277.000-715.000	FICA - TOWNSHIP SHARE	9,100.00	537.14	537.14	8,562.86	5.90
248-277.000-716.000	FICA - MEDICARE TWP SHARE	1,800.00	125.63	125.63	1,674.37	6.98
248-277.000-719.000	RETIREMENT - EMPLOYER COST	12,409.00	937.13	937.13	11,471.87	7.55
248-277.000-719.001	MEDICAL, DENTAL INSURANCE	23,835.00	3,897.85	3,897.85	19,937.15	16.35

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REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP

Page: 2/2

User: KAUSTIN

PERIOD ENDING 04/30/2025

DB: Ada

% Fiscal Year Completed: 8.22

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

GL NUMBER	DESCRIPTION	2025-26	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	04/30/2025 NORMAL (ABNORMAL)	MONTH 04/30/2025 INCREASE (DECREAS	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DDA FUND						
248-277.000-724.000	PHONE ALLOWANCE	930.00	84.92	84.92	845.08	9.13
248-277.000-740.000	OPERATING SUPPLIES/SERVICES	8,500.00	0.00	0.00	8,500.00	0.00
248-277.000-740.000-FARMERMARKET	OPERATING SUPPLIES/SERVICES	6,429.00	711.96	711.96	5,717.04	11.07
248-277.000-788.000-FARMERMARKET	PROGRAM SUPPLIES/SERVICES	2,846.00	0.00	0.00	2,846.00	0.00
248-277.000-800.000	CONTINUING EDUCATION	2,000.00	0.00	0.00	2,000.00	0.00
248-277.000-800.000-FARMERMARKET	CONTINUING EDUCATION	500.00	0.00	0.00	500.00	0.00
248-277.000-801.000	CONTRACT SERVICE	31,000.00	0.00	0.00	31,000.00	0.00
248-277.000-801.000-FARMERMARKET	CONTRACT SERVICE	13,000.00	0.00	0.00	13,000.00	0.00
248-277.000-801.010	LANDSCAPING/BEAUTIFICATION	53,000.00	0.00	0.00	53,000.00	0.00
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	0.00	0.00	20,000.00	0.00
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	0.00	0.00	750.00	0.00
248-277.000-820.000-FARMERMARKET	MEMBERSHIP & DUES	150.00	0.00	0.00	150.00	0.00
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	0.00	0.00	2,000.00	0.00
248-277.000-870.000	MILEAGE & EXPENSES	400.00	0.00	0.00	400.00	0.00
248-277.000-870.000-FARMERMARKET	MILEAGE & EXPENSES	325.00	84.00	84.00	241.00	25.85
248-277.000-927.000	MAINTENACE & REPAIR/IMPROVEMENTS	25,000.00	0.00	0.00	25,000.00	0.00
248-277.000-974.000	IMPROVEMENTS	210,000.00	0.00	0.00	210,000.00	0.00
Net - Dept 277.000 - DDA OPERATIONS/CONSTRUCTION		(574,957.00)	(15,750.33)	(15,750.33)	(559,206.67)	
Dept 279.000 - OTHER TOWNSHIP EXPENSES						
248-279.000-719.002	LIFE INSURANCE, OTHERS	1,000.00	17.55	17.55	982.45	1.76
248-279.000-999.000	PAYING AGENT FEES	725.00	0.00	0.00	725.00	0.00
Net - Dept 279.000 - OTHER TOWNSHIP EXPENSES		(1,725.00)	(17.55)	(17.55)	(1,707.45)	
Dept 905.000 - OTHER TOWNSHIP EXPENSES						
248-905.000-991.000	BOND PRINCIPAL PAYMENTS	193,382.00	0.00	0.00	193,382.00	0.00
248-905.000-993.000	BOND INTEREST PAYMENTS	75,557.00	0.00	0.00	75,557.00	0.00
Net - Dept 905.000 - OTHER TOWNSHIP EXPENSES		(268,939.00)	0.00	0.00	(268,939.00)	
Fund 248 - DDA FUND:						
TOTAL REVENUES		1,040,375.00	14,470.00	14,470.00	1,025,905.00	1.39
TOTAL EXPENDITURES		1,038,121.00	26,921.88	26,921.88	1,011,199.12	2.59
NET OF REVENUES & EXPENDITURES		2,254.00	(12,451.88)	(12,451.88)	14,705.88	552.43



Director Report for May 12, 2025

Submitted by DDA Director Kevin Austin

Events:

4th of July Committee:

I continue to get responses from the restaurants on operating hours on July 4th. We would like to structure the event so that food is provided by our restaurants and we do not offer other options that may deter people from patronizing our restaurants. The Parks Department and I continue to refine the marketing materials that will be dispersed for the event to ensure effective communication.

Beers at the Bridge (BATB) Summer Concerts 2025: 6/20 and 8/15

I have advertised and sent out our Sponsorship Packet this on April 24th. I have continued to get return sponsors over the past few weeks and hope to continue receiving applications and contributions until mid-May. I will be meeting with Seyferth on Wed 5/7 to discuss strategy for the marketing leading to the event and construction of new materials and signage with specific acknowledgment of the 10-year anniversary of the event. The Kari Lynch Band has signed the contract for June 20th and is confirmed to return. I have also confirmed that the Soul Syndicate will be returning for our August 15th BATB date. The committee did approve of removing vendor fees for DDA restaurants and businesses for Grub and Promo sponsorships. We hope that encourages more of our DDA Businesses and restaurants to be involved in the event space.

Upcoming Events:

- Citizens Council Meeting:
 - 5/21 at 5:30 PM at Township Hall
- Ada/Cascade Vintage Baseball Game
 - Saturday May 10 at Ada Park
 - 1180 Buttrick Ave SE
 - 4pm with first pitch at 5pm
- Ada Farmers Market Begins
 - June 3rd at 9am - 1 pm
 - The Community Church
- Ribbon Cutting: William Charles Search Group

- 7159 Headley St, St B
- June 4th at 4pm

Farmers Market

On April 28th CEDAM AmeriCorps informed me that the funding for Raquel's service position with us had been terminated by the Department of Government Efficiency (DOGE). AmeriCorps leadership had assumed that funding to complete the current contract year was ensured however, the State Level agency responsible for their budget allocation informed them that they must halt all service activities. On Thursday May 1st I discussed a potential contract for Raquel Valverde as our Farmer's Market Manager with our Township Manager Julius Suchy and the DDA Chairman Justin Knapp. Following those discussions I extended the contract to Raquel, knowing the time constraints on the Farmer's Market and the potential negative effects of not having her continuing the preparations for the market season. This contract does require that the DDA confirm and approve at their next meeting. On Friday May 2, Raquel accepted the contract and returned to work on Monday 5/5/25. The DDA will be presented with her contract on 5/19/25 and will have the option to amend the contract or approve and confirm it. We have completed interviews for the Farmers Market internship position and have selected Lauren Hallas for the position. She will begin on Monday May 12, 2025.

Streetscape Fixture Update

The DDA provided some feedback on the potential layout of streetscape fixtures at the previous months meeting. They indicated that not every trash location requires a recycling receptacle and that they would prefer to see a more detailed display of the potential locations. DDA Board members Margearet Idema and Shelley Cloutier offered to walk the DDA district with me to discuss potential locations. I will be scheduling that tour and inventory with them in the coming week. This will allow us to move forward with potential locations and review for the acquisition of the items.

Support Local Campaign:

At our monthly meeting, Kim Rantala Liz Haan and I discussed additional items regarding BATB, but then shifted focus to the Support Local Campaign. I provided a synopsis of the feedback I gathered from the Business Roundtable that we held, which provided good insight into how businesses would like to collaborate with us. Liz mentioned that she would have staff start to develop three different brand identities for the campaign and work on the name. Recent discussion has centered around the "Love Your Local" name. We began discussion on building out the first video that will be utilized to gain exposure. This involves developing a script and I will be providing the economic impact pieces to the video.

Complete Streets Pedestrian Island Program

John, Julius, and I will be meeting with TJ Likens of the Roade Commission on Wednesday 5/7/25 to discuss the possible temporary installations as well as to complete site visits of the locations proposed. We hope to

have next steps following the meeting and be able to move forward with the GVMC Workgroup on installation.

Streetlight Banner Installation

I have continued to have trouble with the services coordinated through Fully Promoted regarding both our Streetlight Banner printing and installation. The installation by Fully Promoted has required multiple remediations as Vicente has contracted a crew which has insufficiently installed the Banners. Vicente claims that streetlight equipment prevents them from installing them correctly. Recently his crew improvised the installation by punching holes through the banners to create the ability to Zip Tie the banner to the arm. This resulted in banners slipping and crumpling in the wind and may result in quicker wear and tear. I will be establishing the number of banners that we are deficient, as they have claimed twice that they installed all purchased banners, and the ones that were not installed correctly, so I may logically discuss reducing the amount owed to them and end our contracted services with them.

Ada Drive Irrigation

BFG Director Dennis Brinks and I met with Scott Risic of Thornapple Inc on March 19, 2025, to discuss the current irrigation challenges within Ada Drive. Scott provided us with his knowledge of the system as well as the current malfunctions. He noted that he is available to provide additional information, but he noted that his firm does not do these types of repairs. We have reached out to Moore and Bruggink to receive as-built prints of the irrigation system and will seek to schedule additional meetings with Moore and Bruggink to discuss the next steps in planning the repair.

DDA Events Intern

I have completed interviews for our Part-Time DDA Internship position. I had many qualified candidates for the position, however, Rowan Armour proved more qualified than others. Rowan brings experience in event planning and coordination as well as a great educational knowledge of Public Administration. Rowan is currently pursuing a master's in public administration at GVSU. Rowan will be supplementing the DDA for 10-15 hours a week from now until the end of August. Please welcome Rowan to our Ada Township team.

Ada Farmers Market April Report 2025

By Raquel Valverde

Market Planning and Logistics

April marked a major turning point in the preparation for the upcoming market season. After weeks of coordination and vendor communication, I finalized both the vendor map layout and the full vendor list for the 2025 market. The layout was carefully planned to ensure logical flow, adequate spacing, and easy navigation for both vendors and customers. With over 40 vendors confirmed, I'm excited about the variety of offerings and the vibrant energy they will bring to the market space.

One of the biggest accomplishments this month was the approval of our SNAP application, a key step in increasing accessibility and food equity in our community. We are now just waiting for the arrival of the EBT machine to begin processing benefits, and everything is on track to implement this program by Opening Day. This effort aligns with our goal to make the farmers market more inclusive and supportive of diverse community needs.

Signage and Market Infrastructure

All of our new market signage has been designed and reviewed by the committee. This includes two feather flags, ten step-in signs with QR code & ten without, and five large banners. The visual materials reflect the updated branding of the market, with bright, inviting colors and clear messaging. The designs were sent to the printer in early May and are scheduled to be installed two weeks before Opening Day.

Additionally, the physical build-out of several market assets is currently underway. The vendor menu board, market tokens, and a wooden archway for the market entrance are in production. These elements are not only functional but help enhance the overall guest experience and give the market a polished, cohesive look.

Entertainment and Volunteer Coordination

Volunteer recruitment is still in progress, and a couple buskers have shown interest in performing throughout the season. In April, we secured a music license that gives us the flexibility to play music onsite when a busker isn't available, which ensures we can maintain a welcoming atmosphere on any given market day. This flexibility is especially important as we aim to build a vibrant, family-friendly space that draws people in and encourages them to stay.

AmeriCorps Program Closure

The last week of April brought some unexpected and difficult news. On April 28, an email was issued announcing a stop-work order for all AmeriCorps Michigan members due to a federal funding cut under the Vance-Trump administration. This pause quickly became permanent, with the AmeriCorps program officially terminated for the remainder of the year.

This has had a profound impact on many of my AmeriCorps peers across the state. I am truly grateful that Ada Township was able to bring me on part-time through the end of August so I can continue coordinating the market and finishing the season strong. I want to express my heartfelt thanks to Kevin Austin, Julius, and Cassie for moving quickly to extend a contract with me, ensuring that the farmers market plans remained on track and uninterrupted. I recognize how fortunate I am, especially knowing that some of my fellow AmeriCorps members were not offered positions and are now unemployed. I'm proud to continue working with such a dedicated team.

Hiring Our Communications Intern

Another exciting development this month was the hiring of our summer communications intern. The position was posted earlier in April, and interviews were conducted by Kevin Austin and myself. After careful consideration, we selected Lauren Hallas for the role. Lauren is currently a sophomore at Bentley University in Boston, where she is majoring in Creative Industries.

Lauren brings valuable experience in videography, photography, and social media content creation. In 2024, she developed digital content for UpCycle Bikes, a nonprofit focused on sustainability in Cascade. We believe Lauren will be a great fit for the farmers market team. Her creative eye and familiarity with digital storytelling will help us elevate the market's social presence and better capture the stories of our vendors, volunteers, and customers throughout the season.

Tara's Marketing Strategy and proposal

I would like to propose extending Tara Heerspink's contract through the month of June, with no additional cost for the first week. Over the past 45 days, Tara has made significant progress in community outreach, successfully establishing partnerships with 10 Ada businesses and initiating a collaboration with Ada Elementary School. Thanks to her efforts, I will be working alongside one of our market vendors (Dean from Sister Hawk) to teach two 1st grade classes, about 50 students total, about the journey from farm to table, and how supporting local farmers strengthens our community. As part of the lesson, we'll lead a seed planting activity to showcase the first step of farming. Tara has also begun discussions to plan a similar educational initiative with Big Steps Little Feet. While Tara and I initially discussed concluding her work by the end of May, I believe there is strong value in having our new communications intern, Lauren Hallas, shadow her during June. Since Lauren is working part-time (10–15 hours per week), having Tara stay on during this transition would provide continuity and mentorship as Lauren learns the tools, strategies and relationships Tara has developed. This extension would also offer essential support to ensure we continue building strong, community-centered programming as we approach the busiest part of the season.



May 7, 2025

Re: Ada Township Engineering
Project No. 250102.01

Mr. Julius Suchy, Township Manager
Ada Township
7330 Thornapple River Drive SE
Ada, Michigan 49301

Dear Mr. Suchy:

This letter will provide our monthly update on various engineering projects in the Township.

Hall/Fernridge Lift Station – The construction contract was awarded on April 14. We will schedule a preconstruction meeting later this month. K&R will start work on the forcemain under Hall Street in June after the last day of class at Forest Hills. All work under Hall Street must be complete before school starts up again in mid-August.

Knapp's Corner Drainage – We are preparing for the hearing with the Kent County Drain Commission on May 29.

Trail Construction 2023

- **2023 Village East Residential Trail** – As reported for the last few months, there are several areas that are eroding and other design issues that need to be addressed before the Township can accept this section. We have expressed our concerns to the developer. They are of the opinion that Ada accepted the trail when you issued the occupancy permits. I have tried repeatedly to set a meeting with the developer regarding these issues, but have not been able to make contact with them. It might be time for the Township to consider legal action on this matter.

Trail Construction 2024/2025

- **2024 Trail Maintenance** – The Township uses a portion of the yearly trail millage proceeds to fund maintenance of the trail system. The Township Board decided at their June meeting last year to focus on the 4.5 miles of trail along Grand River Drive from Fulton Street to Knapp Street. We should walk this section of trail again to confirm required repairs/resurfacing limits. We can then prepare construction documents later this spring and anticipate bidding the project in June for construction taking place after the Pettis Trail is complete.
- **2025 Pettis Trail – Cannonsburg Road to Knapp Street** – This section is currently being designed by LRE. We are meeting with the Kent County Parks Department this Friday to review the plans. It was previously proposed on the west side for the



entire length, but we now understand they may be considering a mid-block crossing north of Three Mile and then constructing on the east side down to Knapp Street.

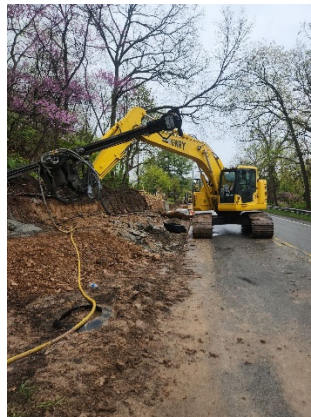
- **2024 Pettis Trail – Chief Hazy Cloud Park to Vergennes** – The project is well under way. C&D Hughes started working on April 7, and had up to five crews working on everything from tree removals, trail grading, boardwalk abutment walls, timber piles, retaining walls, and curb and gutter. They have made good progress, and hope to pave a small portion of the trail between Vergennes and Honey Creek late next week.

There are two types of retaining walls on the project. We typically specify segmental block walls along the Ada trail system. This type of wall is constructed using individual concrete blocks that are placed on top of each other until the desired height and length is obtained. Each block is roughly 16 inches tall, 2 feet wide, and 4 feet long, and weighs over 1,600 pounds. This type of wall is being constructed on the Pettis Trail in front of the two houses just north of Honey Creek.

For this project, we have also specified a much stronger soil-nail retaining wall that will support the steep embankment north of Honey Creek. With this type of wall, steel shafts, roughly 1.5 inches in diameter, are drilled 20 feet in the ground. Steel fabric is tied to the steel shafts and a shotcrete wall is placed. The shotcrete wall stabilizes the slope, so a cast-in-place wall can be formed and poured. A mold is placed in the concrete form to create a nice finish for the wall. A construction crew from Virginia and Iowa will be working for the next seven weeks to construct this wall, which is 700 feet long and 9 feet tall.



Segmental Block Wall



Soil Nail Wall



Soil Nail/Shotcrete Wall

- **2025 Kamp Twins** – We are waiting for the railroad to replace their wood crossing with a wider crossing that will accommodate the new trail. After this is done, we will then bid out plans for construction of the trail from Fase Street up to Buttrick. We hope this section will be bid and built later in 2025, after the railroad completes the new crossing.
- **2025 Thornapple River Pedestrian Bridge** – We reviewed the two possible alignments for the new bridge with the Township Board on April 14. The first option (\$1.9 million) is 30 feet from the vehicular bridge and the second option (\$2.3 million)



varies from 60 to 100 feet away from the existing bridge. We are waiting for direction from the Township Board on what direction to proceed and will then prepare final design/construction drawings.

- **Knapp Street Bridge** – We continue to work through various EGLE and environmental permitting issues. We are also working with the USFW for approval for certified divers to relocate up to 21 endangered snuffbox mussels later this spring.

We are proceeding with the design of the 10-foot wide elevated concrete walkway at an estimated \$10.7 million cost. We will likely have the design complete by mid-May, with construction of the bridge cofferdams and pier extension work later this fall. The project will complete by September 2026.

- **Conservation Boardwalk** – MTC has completed the muck probe and soil borings that were authorized last fall. Their draft soils report indicates the piles were driven into a soft clay layer that has now settled. The piles can be releveled using drilled helical piles (cost of \$100,000) or the boardwalk can be removed and rebuilt (\$300,000).

Please call if you have any questions.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Steven C. Groenenboom'.

Steven C. Groenenboom, P.E.
Township Engineer



May 7, 2025

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

RE: April 2025 Monthly Utility Report

Dear Julius:

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

UTILITY REPORT

Administrative

- The April Monthly Operation Report (MOR) for the Grand Valley Estates water supply for the Michigan Department of Environment, Great Lakes, and Energy (EGLE) will be filed on the EGLE portal by the deadline of May 10, 2025.
- Coordinated work orders to change out water meters due to inaccessibility around houses or nearing the end of their lifespans.
- Drafts completed and in review for the 2024 Consumer Confidence Reports for both water systems.

Wastewater Operations

- Conducted weekly routine lift station checks/maintenance.
- Spaulding lift station's new pumps will arrive in a few weeks.
- Cleaned and televised sewer under Leonard Field.
- Lee's Trenching completed gravity sewer tap at 7390 Thornapple River Drive.

Water Operations

- Collected routine water bacteria samples.
- Completed routine Miss Digs in Ada Township and Grand Valley Estates.
- Found broken water service at 5697 Hall Street. Customer replaced blue poly line with copper.
- Fire flow test at Forest Hills Central High School. Submitted report to Ada Fire for their files.
- Allied Mechanical replaced the water meter at the booster station. Windemuller Electric was on site to disconnect and reconnect all wiring. Sent City of Grand Rapids final read of previous meter along with serial number for new meter. Programed into SCADA.

Emergency Calls/Out-of-scope

- Emergency Miss Dig for power pole replacement at the east entrance to West Village Estates off of Ada Drive.
- Connect generator to control panel at the Grand Valley Estates water tower due to power outage. Fueled generator and disconnected when power was restored.
- Connected generator to Ada Moorings lift station for power outage. Fueled generator and returned to station when power was restored.
- Shut water off at 333 Creek Run for plumber replacing leaking valve before water meter on the street side. Upon completion, restored the water service so the plumber could check for leaks.
- Performed confined space entry to install new meter for FHE Concession Stands.
- Confined space entry to replace water meter at Clear Springs entrance to West Village Estates. Ventilated pit due to low oxygen readings.

Sincerely,

F&V OPERATIONS AND RESOURCE MANAGEMENT, INC.



Stephanie M Kozal
Grand Rapids Area Manager | Associate



Ada Township Fire Department



April 2025 Activity Report

Type	April	YTD
Medical	22	117
Vehicle accident	7	28
Structure fire Ada	0	2
Auto aid	2	24
Grass/ illegal burn	3	5
Fire alarm	10	34
Service call/ assist	4	8
Good intent / odor/gas	1	6
Hazardous condition/ CO	3	7
Other calls / wires	6	13
Vehicle fire	1	1
Total	59	245

Year	Month/April	YTD
2025	59	245
2024	51	213
2015	52	202

Auto aid	Received	Received	Given	Given
Department	April	YTD	April	YTD
Alto				
Cannon		2		1
Cascade		1	1	7
GR Twp			1	3
Grattan				1
Lowell				10
Plainfield				3
Total	0	3	2	25

#	Date	Location	Description	Detail	Shift	Time	#FF	Assist
189	4-1	6616 Two Mile	Grass fire	Out on arrival	3	00:50	5	
190	4-1	2954 Pettis	Med 2	Wellness check	1	9:40	3	
191	4-2	6566 Fulton	Vehicle accident	Property damage	1	9:22	4	
192	4-2	6200 Adacraft	Med 1	Medical	1	10:02	2	
193	4-2	383 Boynton	Wires down	Tree down	1	10:56	4	
194	4-2	141 Deer run	Med 1	Medical	1	15:44	5	
195	4-2	7179 Three Mile	Med 0	Medical	2	21:08	3	
196	4-3	274 Pettis	Wires down	Consumers on scene	1	13:15	1	
197	4-3	1012 Maple Hill	CO alarm	Furnace problem	1	15:46	1	
198	4-3	2400 Fair Ridge	Med 1	Medical	2	19:01	3	
199	4-4	Fulton & Spaulding	Investigation	Fog	3	6:33	2	
200	4-4	1551 Honeycreek	Fire alarm	Canceled	2	16:29	2	
201	4-5	7074 Farhill	Fire alarm	Cooking	4	14:38	3	
202	4-5	385 Greentree	Med 2	Medical	2	17:47	5	
203	4-5	242 Preservation	Med 1	Medical	2	19:34	5	
204	4-6	Pettis & Vergennes	Vehicle accident	One car	3	3:19	5	
205	4-7	6555 Grand River	Fire alarm	Construction	1	10:42	1	
206	4-7	6555 Grand River	Fire alarm	Construction	1	10:44	1	
207	4-7	4940 Cascade	Med 1	Medical	2	18:52	2	
208	4-7	6185 Grand River	Fire alarm	Canceled	2	21:19	2	
209	4-7	2383 Pettis	Odor investigation	Dryer problem	2	23:03	3	
210	4-8	570 Auburn Trail	Assist AMR	Forced entry	3	00:19	2	
211	4-8	1565 Cramton	Med 1	Medical	3	7:54	3	
212	4-8	170 Pettis	Wires down	Construction	1	8:21	3	
213	4-9	5044 Cascade Road	Med 2	Medical	2	20:54	5	
214	4-11	1551 Honeycreek	Fire alarm	Construction/canceled	1	10:50	2	
215	4-12	541 Adaway	Fire alarm	Detector problem	4	15:54	2	
216	4-12	Cascade & Spaulding	Vehicle accident	I phone alert	2	22:13	6	

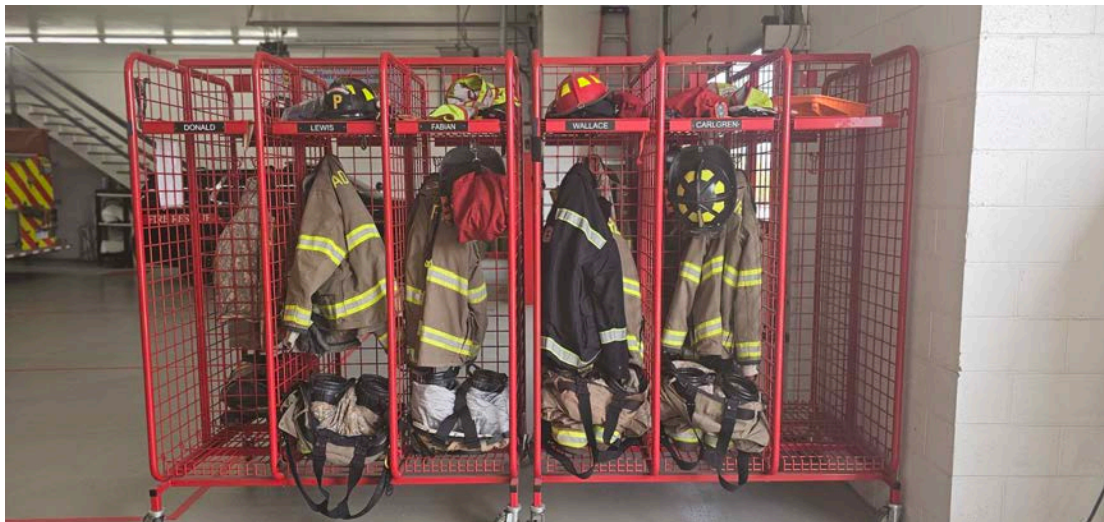
#	Date	Location	Description	Detail	Shift	Time	#FF	Assist
217		Dispatch error						
218	4-13	6534 Grand River	Med 1	Medical	4	14:26	4	
219	4-16	Fulton & Carl	Vehicle accident	Car vs. truck	2	16:13	6	
220	4-16	8460 Longleaf	Med 3	Lift assist	2	18:49	7	
221	4-16	6653 Old Darby Trail	Gas leak/w fire	Construction	2	19:14	8	
222	4-18	8861 Edlyn Lane	Citizens assist	Lockout	3	7:47	1	
223	4-18	230 Alta Dake	Vehicle fire	Semi-truck	1	12:11	5	
224	4-18	4910 Knapp Street	Vehicle accident	I-phone alert canceled	1	15:00	0	
225	4-19	333 Honeycreek	Med 1	Medical	4	14:18	5	
226	4-19	5354 Pinnacle Point	Med 3	Lift assist	4	15:47	4	
227	4-21	6091 Adacraft	Med 1	Medical	3	2:48	5	
228	4-22	Ada & Spaulding	Vehicle accident	Two cars	3	6:00	6	
229	4-22	305 Honeycreek	Wires down	Cable lines	1	10:43	2	
230	4-22	9071 Bailey	Med 2	Medical	1	11:12	2	
231	4-22	8673 Conservation	Fire alarm	False	2	21:17	2	
232	4-25	6990 Fulton	Med 2	Medical	2	16:46	3	
233	4-26	1111 Cramton	Grass fire	Small	4	15:26	4	
234	4-26	1540 Honeycreek	CO alarm	False	2	21:25	2	
235	4-27	3503 Three Mile	Structure fire	Two story home	3	6:13	6	To GR Twp
236	4-27	4900 Quail Run	Med 1	Medical	4	13:31	4	
237	4-28	9300 Fulton	Vehicle accident	Head on two vehicles	2	16:28	3	
238	4-28	7030 Fulton	CO alarm	False	2	17:43	1	
239	4-28	6441 Drumlin Ct.	Med 1	Medical	2	18:32	2	
240	4-29	8301 Bailey	Illegal burn	High winds	1	8:31	1	
241	4-29	7030 Fulton	Fire alarm	Testing	1	8:46	0	
242	4-29	2745 Sturbridge	Structure fire	Smoke in the area	1	9:27	4	To Cascade
243	4-29	6150 Grand River	Wires down	Tree down	1	11:31	2	
244	4-29	2685 Montreux Hills	Med 1	Medical	1	12:15	3	
245		Dispatch error						

#	Date	Location	Description	Detail	Shift	Time	#FF	Assist
246	4-29	6035 Sagebrook	Fire alarm	Power outage	1	12:22	1	
247	4-29	Two Mile & Hunters Run	Wires down	Grass fire	1	12:37	4	
248	4-29	518 Ada Drive	Med 1	Medical	1	12:53	4	
249	4-30	7119 Driftwood	Med 1	Medical	3	1:16	3	

On the Cover

Tender 5 rolls into the Lucas Oil Stadium in Indianapolis for the Fire Department Instructor Conference. The truck which is a Freightliner cab, with a custom body built by Spencer Manufacturing in South Haven. Emergency lighting was provided by Sound Off Signal located in Hudsonville. The truck was displayed in the Sound Off booth and had many visitors looking over the truck and its equipment.

New Gear Racks



Our original 1990 homemade gear rack at Station One has been upgraded. We were gifted two gear racks which are able to house six sets of gear each. The Fire Department at the Ford Airport built a new station and had these racks in surplus and offered them up to us for only \$ 1.00. The retail price on these racks are over \$ 4000.00. New racks are an open grate style which will allow the gear better ventilation. These racks are portable which will make cleaning the floor under them easier.

Delivery of Tender 5

The new tender was on display at the annual Fire Departments Instructor Conference in Indianapolis for firefighters from all over the world to see. The truck was located in the Sound Off Signal booth and drew a large interest from the crowds. Following the show, Deputy Chief Dewey and I were at Spencer Manufacturing for a final inspection before bringing it to Station One. We will be a few weeks outfitting the truck with radios and equipment prior to putting it in service.

Annual CPR Training

Our team recertified our CPR licenses this month, something we do each year. This training not only includes CPR for adults but also children and infants. In addition, we also had hands on training for choking victims. We are working to certify one of our firefighters as a CPR instructor so we can offer this training to other township employees.

Worknight

Our worknight training for tonight began with reviewing the operations of our new tender which arrived this month. Although this truck is similar to our current tender it is 25 years newer and has upgrades, that we reviewed.

Turnout Gear Replacement

In following NFPA recommendations we are preparing to seek bids on our replacement turnout gear. Our gear will be 10 years old this year which is common practice for replacement. Three separate vendors will be visiting the station and providing demonstrations of their product.

Fire Department Instructor Conference

Indianapolis Colts Lucas Oil Stadium was the scene of this year's conference. Hundreds of vendors displayed their goods for firefighters to examine and learn about. Myself and firefighter Bart attended the conference and spoke to vendors about turnout gear for future purchase and many other products that we use in our service.

Garage Door Replacement

The previously approved garage doors for both fire stations have been ordered, it will be approximately six weeks before installation begins.

Executive Director Report

Ada History Center – Kristen Wildes

April 2025

Week of April 7

- Display - per Tom Mulligan's suggestion, prepared a short online survey about museum visitation. Made a sign for next to the ledger with a QR code that points visitors to the survey. Working with FastSigns on the renewal of our village historic panels. Working with FastSigns on refining quotes for the garden sign series and a panel at the silos at Roselle Park. Working with AVA Library to refine the wording on their entry panels about Ada history and Ada's library history.
- Collections - worked with Gary on photo collections and Karey on new accessions.
- Admin - prepared letters and assembled material for membership renewal requests. Worked with nominating committee to prepare drafts and schedule email to membership with election ballots. That email and hard copies for members with no email will go out pending approval from the board. Met with Marie about various scheduling matters and Betty Jo about several things. Working with Dennis and BFG on the excessive heat upstairs in collections storage. Met with Karey about volunteer coordination. Hosted Tuesday open hours with Karey. Spent time reviewing, editing, and updating our website. Added online sign up for our dam tour in June. Been processing donations and sending thank you letters for gifts in memory of Frank. Helped process board packets for monthly meeting. Supplied a little Fire Dept history to Chief Dave.
- Publicity - made a social media post about Edward Pettis making arrangements for the railroad to be built through Ada. Wrote and submitted article for May Our Home Ada about the riverfront as part of our CHANGE exhibit. Working with Gary on researching and planning ahead for social media posts.

Week of April 14

- Display - worked with Margaret on an orientation to the new exhibit CHANGE. Worked a lot with FastSigns on design for replacing the village historic panels. Received the design approval from Julius.
- Collections - worked with Gary on photo collection, Karey on new accessions, and Marcie and Veronica on collections inventory. Did some cleaning and organizing in collections storage. Met with Don about Lowell Ledger past articles.
- Admin - worked Tuesday open hours with Karey. Hosted members Campau Lyon Questers for their board meeting in our meeting room. The gardening volunteers began their weekly Wednesday work session this week. Connected with Kim from the ABA about upcoming programming. Working with committee for new art piece in the library/community center. Processed more gifts in memory of Frank. Processing ballot submissions for our upcoming election. Touched base with Parks Dept about the Vintage Baseball Game and upcoming Music on the Lawn.
- Publicity - made social media posts about the Native communities once at the mouth of the Thornapple and Grand Rivers, the spring flowers blooming in the gardens, and the Two Lights For

Tomorrow campaign in honor of the 250th anniversary of Paul Revere's ride. Working with Gary B. on future social media posts.

Week of April 21

- Display - reviewing estimates from FastSigns for sign projects in the village, in the gardens, and at Roselle Park.
- Collections - worked with Gary on photo collection and tech, Karey on new accessions, Marcie and Veronica on collections inventory.
- Admin - met with researcher to share some historic architectural plans from the 1930s. Met with committee about possible art installation at the library/community center. Griffin came and addressed an ant problem in archival storage. Thornapple came to turn on our sprinklers for the season. Met Shaun the new firefighter and gave him a tour of the museum. Met with Jeanne/Art/Bernie preparing budget for next year. Met briefly with Barb about fundraising. Met with Bernie & Sandy about my performance evaluation. Working with Matt from BFG on the temperature issues in archival storage. Spoke with Aleisha about a few gardening matters as the gardeners have started up again for the season. Established the mulch party for May 12 (rain date May 14). Emailed a request to MSU extension for volunteer help spreading the mulch. Been processing membership renewals received. Processed a couple more gifts in Frank's memory. Worked Tuesday open hours with Karey and Mary. Preparing for and welcoming the Robinson Family for their board meeting on Saturday. Scheduled visit from Meadow Brook Elem for May 9. Working with Karey to staff the event. Spoke with Kim from the ABA about several matters. Set up meeting with Karen Johnson to talk about publishing Frank's Magic Bells story. Communicating with potential new volunteer for communications coordination.
- Publicity - made social media posts about 100 years ago with Webb Ward and a photo of Ronald Whaley. Prepared the Month@theMuseum email for May to be sent out on Monday. Working with Gary B. on social posts and research. Emailed out Historical Society of Michigan's free May lectures to our membership. Edited our part in the next AdaView.

Week of April 28

- Display - gave a private tour.
- Collections - worked with Karey on new accessions, Gary on photo collection, and Marcie on collections inventory. Worked with Mary on obituaries.
- Admin --scheduled visit from Ada Elem. Working with Aleisha on write-up for new native plantings. Working with FastSigns on village panel series renewals. Working with Rhonda on several gift shop matters. Working with Gary on tech issues. Met with Karen Anderson about publishing Frank's book. Met with Vintage Baseball committee. Met with Karey about volunteer coordination and the upcoming Sign Up Genius.
- Publicity - sent Month@theMuseum email with activities for May. Scheduled ahead several social posts. Made social posts about baseball at the riverfront, pics of the spring gardens, new Facebook cover photo of the farm garden, message thanking for membership renewals. Received notice that our article about Kreigh Collins was accepted for publication in Michigan History Magazine, likely for this fall.



Township Manager Report for May 7, 2025

Submitted by Township Manager Julius Suchy

Community Policing Deputy Interviews:

Representatives from the East Precinct Communities (Ada, Cascade, and Grand Rapids Township) interviewed five individuals for the position. There were several qualified candidates, but the group was unanimous in selecting Zachery Jackson.

Zach will start his assignment on Tuesday, 5/13 and spend the first few days with Deputy Dieppa getting a feel for the position.

New Township Hall & Cemetery Work Session Scheduled:

As a reminder we have two upcoming work sessions:

Tuesday, May 20th (3:00 – 5:00 PM) – Cemetery Work Session

Tuesday, May 27th (2:00 – 4:00 PM) – New Township Hall Work Session

The meetings will be held at the Amy Van Andel Library in Community Room #1.

Spongy Moth Update:

The most recent update from Aquatic Consulting Services, dated May 6, indicates that they are seeing peak hatch in Ada Township as of today. This puts Hamilton Helicopter around 14-18 (approximately) days from their target spray window. This timeframe is still weather-dependent. Aquatic Consulting Services will continue to monitor for leaf development in target trees (oaks) over the next couple of weeks. This puts our tentative spray window during the week of May 19 or May 26, following Memorial Day.

Seyferth PR Service Contract:

Following the last board meeting, I took action to contract with Seyferth PR to assist in our communication strategy to residents regarding the Knapp's Drain issue as discussed with the board. The proposal from Seyferth was for an amount not to exceed \$8,000, with out-of-pocket costs being billed separately. Per our purchasing policy, I am reporting this to the board as it is over my \$5,000 limit. I reached out to the administrative committee for approval, as they can approve up to \$10,000 – they supported approval of the agreement.

American Rescue Plan Act (ARPA) Reporting:

The Township was required to submit a report by April 30th outlining obligations made through December 31, 2024 and expenditures through April 30th. The Township had allocated all of its \$1,558,675,90 prior to the December 31, 2024 deadline as required. The road projects with the KCRC came in significantly under budget, so I confirmed with legal counsel that we could add additional projects that were undertaken in the same reporting window. The following projects were moved to be covered by ARPA funding as opposed to the original fund it was expended from, a summary of which is below:

- Vermeer Chipper - \$7,772.12 (Originally \$30,227.88 ARPA, rest was split to Parks/Trails)
- Spongy Moth Spray Services - \$23,018.85 (Originally General Fund – 101)
- Portion of 2024 Ford F250 Super Duty (Originally 1/3 General Fund, 1/3 Parks, 1/3 Trails)
- New Website - \$23,970.00 (Originally General Fund – 101)
- Pedestrian Trail Counters - \$8,545.00 (Originally Trails Fund – 211)
- Roselle Park Re-Roof Project - \$5,000.00 (Originally Parks Fund – 208)
- Pickleball Court Color Coat & Stripe - \$9,990.03 (Originally Parks Fund – 208)

The Kent County Road Commission still needs to complete the RAP treatments on gravel roads, as approved by the board last year. That work will take place later this year.

Amy Van Andel Library Window Cleaning Services:

Did you know there are 309 exterior windowpanes and 63 internal windowpanes on the library's first floor and 400 exterior windowpanes and 49 internal windowpanes on the 2nd floor? Our BFG staff do, and they are working to ensure those windows are clean for library patrons!

Dennis Brinks, BFG Director, received quotes for interior and exterior window cleaning services at the Amy Van Andel Library. The last time the windows were cleaned was in July 2022. Based on KDL and BFG staff feedback, this is not needed annually but is scheduled as required every few years.

Pinnacle Cleaning, which handles cleaning services at the Library, Township Hall, and Parks office, has proposed to complete the work for an amount not to exceed \$4,375, but it could be lower depending on the actual time spent.

Amy Van Andel Library Carpet Cleaning Services:

Did you know that the library has 9,610 sq. ft. of carpet throughout the KDL staff area, children's area, and the second floor? Staff has contracted Modernistic to clean these carpet areas and the upholstered items in the children's area, and spot clean the upholstered items on the second floor. This work will be completed for \$1,499.30.

Kent County Road Commission Pedestrian Safety Meeting:

Planning Director Said, DDA Director Austin, and I met with Kent County Road Commission officials to discuss potential pilot projects at various pedestrian intersections in downtown Ada. The idea behind the pilot project is that it would allow the Township to install a painted island at an intersection to determine the impact without incurring the full cost implications. The Township would work with the Grand Valley Metro Council, and they would review multiple items, including survey data of residents who provide feedback, to determine if the pilot project is a viable solution that could be implemented long-term. Specifically, the discussion was focused on the following locations:

- Ada Drive & Bronson
- Thornapple River Drive and River Street
- Fase Street at Thornapple River Drive

Staff will continue to work through the details of what this would look like and then bring it back to the Township before any commitments are made.

Revize Website Update:

Staff are working on this as time allows. I hope to make significant progress in the next two weeks.

Spaulding Street Lift Station Insurance Claim:

I am still working with our insurance company on this claim. A summary of the incident in detail was provided as well as reports and information provided from contractors who reviewed the issues after the fact. Once completed, I will report to the board the total amount covered under the insurance claim.

Utility Rate Study:

Staff has to review several accounts that have been run through the rate study scenario to have a better understanding of the impact across different customer bases. Once the review is complete it will be reviewed with the BGU Committee.

3 Mile Road Paving Update:

Jerry Byrne, KCRC, provided me with a draft guidance document for paving sections of non-paved roads that would not be funded with the KCRC cost-sharing program. Staff have not had time to review this and will do so in the next few weeks. I would also like our engineer Mr. Groenenboom to review and provide feedback of the draft document.

Wayfinding Signage Update:

Staff met with Metro Sign staff to stake the location of the kiosk and park identification signs at Roselle Park and Legacy Park. These signs should be installed in the next week. The Metro Sign rep indicated they are having an issue obtaining the signage through Imageloc for some of the other signs they have yet to install. They will be working with Corbin to ensure that whatever is installed meets the design requirements that were specified.

Committee Updates:

- Building, Grounds, Utility Committee: No meeting is scheduled currently
- Public Safety Committee: No meeting is scheduled currently
- Trail Committee:
 - A request for availability was sent out to schedule a meeting in early May, but with other projects taking priority, this has been delayed. I spoke with Chair VandenBerge, and we will be sending out another invitation shortly, requesting availability in mid-to-late May. At that meeting, we will review the remaining bond projects, discuss trail amenities (trash cans & benches), receive updates on the Park to Park bridge, the Knapp Street bridge, and the Thornapple River Pedestrian bridge, and discuss future projects to be considered for new construction.
- Personnel Committee: No meeting is scheduled currently



**Parks & Recreation Department
Director's Report May 7th, 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 May 15th at 8:30am at the Roselle Park Resource Building.

Administrative Items:

- The week of April 21st Parks & Recreation staff interviewed 9 different candidates for two (2) seasonal parks & recreation workers and one (1) recreation intern position. Staff were very pleased with the collection of candidates and selected Ben Cross and Avery Grinwis for our general parks and recreation worker roles, and Anabella Bailey for our recreation intern position. These individuals start their summer employment the first and second weeks of May.
- On April 22nd Parks & Recreation staff had the opportunity to attend the WMRPA quarterly meeting which was hosted jointly with Sinclair Recreation who is a leading playground equipment and service provider located in Holland. We visited three different parks and learned about new playground and project installations, avenues for funding, new technology and play features, and what different communities are doing to create innovative and inclusive play areas.
- From April 29 to May 1, I attended the Parks & Recreation Summit in Charlotte Harbor, FL. This event brought together 50 parks and recreation leaders from across the country to explore emerging trends in the field and share strategies for addressing common challenges in our communities. In addition to these valuable peer discussions, we engaged with a range of vendors who partner with parks and recreation agencies. These conversations provided insight into innovative products and solutions aimed at enhancing our operations, services, and amenities for the people we serve.

Special Events & Programs:

- On April 25th we hosted our second annual ABA Member Pickleball Tournament at Ada Park. This year's tournament was run by Recreation Coordinator Ethan Engel and consisted of 16 teams who participated in various divisions throughout the afternoon to compete for the gold medal. We once again received positive feedback from the Ada Business Association members for this event and look forward to continuing to find ways to enhance our local partnerships.



- On April 26th Parks & Recreation staff worked with the local CascAda group of volunteers who helped with a park cleaning up day in Ada Park by laying mulch, raking leaves, cleaning up downed limbs and debris, and pulling weeds. We are so thankful for this group's annual contributions to our parks system and appreciate their hard work.
- Adult softball leagues officially begin play the week of May 5th. Registration was strong yet again and we continue to see high levels of engagement from the community for this program.



- In preparation for our May 10th Vintage Baseball Game in collaboration with the Ada Historical Society, Recreation Coordinator Ethan Engel had the opportunity to go on *Fox 17 Morning Mix* for a short segment to discuss and promote this year's event.

Ethan represented the Township and our Department very well and we appreciated the exposure Fox17 provided us for this community event.

- Our Adult Soccer & Kickball League registration is now open and set to start in June.



- Our 2025 Community Concert Series promotional materials have been completed which includes 7 Music on the Lawn dates, 2 Beers at the Bridge dates, and the 4th of July live music festivities. The first night of music begins Wednesday, June 4th as we kick off the season.



ADA
TOWNSHIP

Community Concert Series



ADA HISTORY CENTER
Ada HISTORICAL SOCIETY
Averill HISTORICAL MUSEUM

<p>JUNE 4TH PRIOR NOON</p>  <p><i>Country</i></p>	<p>JUNE 11TH KELLY QUINN EXPERIENCE</p>  <p><i>Blues</i></p>	<p>JUNE 20TH KARI LYNCH</p>  <p><i>Country</i></p>	<p>JUNE 25TH YACHT ROCK</p>  <p><i>Yacht Rock</i></p>
<p>JULY 9TH BARE NAKED VINYL</p>  <p><i>Classic Rock</i></p>	<p>JULY 23RD NATE WALTON & THE REMEDY</p>  <p><i>Soulful Rock n Roll</i></p>	<p>JULY 30TH THE FROG KING</p>  <p><i>Neil Diamond Tribute</i></p>	<p>AUGUST 6TH SPACE BAR</p>  <p><i>Jazz</i></p>
<p>JULY 4TH HARK UP MUSIC</p>  <p><i>Americana</i></p>		<p>AUGUST 15TH SOUL SYNDICATE</p>  <p><i>Funk/Soul/R&B</i></p>	

Ongoing Projects:

- The Covered Bridge Park project bid documents were officially approved for bid letting at our April 28th Township Board meeting. The project officially went to bid on May 5th and will close at the end of the month.
- Significant improvements to the Ada Park seasonal restrooms are nearly complete as we await a fresh coat of paint for both the interior of the men's and women's rooms. New flooring, doors, lighting, and ventilation have been completed. I will have photos once the project is complete.
- 8 new park benches are scheduled to be installed over the coming weeks to replace several old and deteriorating ones throughout Ada Park.
- BFG Staff have been working on beautification efforts throughout our parks system as the growing season picks up. This includes restoring our sand playground pit.



- Township Manager Suchy, BFG Director Brinks, and I met with Metro Signs on May 6th to view several locations where the new wayfinding kiosk and park identification signs will be placed. Installation of the footings and signs are scheduled to begin May 9th.
- I am currently working with BFG Director Brinks on a major clean-up project to address downed and dead debris along our trail system in the far east portion of Ada Park that connects to the Ada Moorings.
- I have been working for several months with a local donor to secure a large gift to enhance our Roselle Park playground equipment. I will be presenting this to the PRLP for review at our May meeting to seek recommendation for approval to the Township Board.



MEMORANDUM

Date: 05.05.25

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

Planning Commission

April 17 Meeting

The following actions took place at the April 17 Planning Commission meeting:

- Review and approval of PVM District Development Plan Amendments with Departures; R-3 zoning district; Fase Street, Oxbow Lane, Riverlet Drive, Watermill Drive, and Watermill Circle (multiple parcels generally located at the northwest corner of Fase Street and Thornapple River Drive); Property Owner Brad Rottschäfer/Oxbow Ada, LLC.
- Review and approval of Amendments to a Planned Unit Development (PUD) for a commercial warehouse/storage facility, in the I Industrial zoning district, The Caves LLC, Tom Reed, 4900 and 4920 Fulton Street East.

Zoning Board of Appeals

April 1 Meeting

The April 1 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 with the coordination of our attorney Steve Stapleton. The hearing originally scheduled for May 5 has now been rescheduled for May 20 at the 63rd District Court, and will focus on whether the KCCL has “preemption” (essentially exemption) from local Zoning Ordinance requirements through State Law.
- 2085 Shady Drive; a court date has been scheduled for Monday, May 12 regarding this matter.
- 8831 Bailey Drive; Township attorneys (Bloom Sluggett) have been working with the property owner’s attorney on an agreement to correct the matters of noncompliance within specific deadlines. The initial violation is/was construction of an accessory building without a permit, and apparently use of the other accessory structure on the property as an accessory dwelling, which is also illegal.

Additional Items

The following additional activities and information from January are provided:

- Director coordinating potential West Michigan Planners' Group networking and workshop initiative with Tim Mroz (Senior Vice President, Community Development at The Right Place) and Pete Elam (Staff Planner, Plainfield Township). Event tentatively scheduled for May 22.
- Director participated in Downtown Development Authority (DDA) Strategic Planning Session on Wed. April 16 at the AVA Library. The DDA has engaged in this effort as part of its organizational strategic vision.
- Director attended Ada Business Association (ABA) Lunch & Learn on Thurs. April 17 at Amway. Presentation, which focused on Honest Conversations, was given by Ken Bogard, who co-authored (with Grace Gavin) Know Honesty: Eliminate the Divide, Become a Masterful Communicator, and Connect With Anyone.
- Director and DDA Director participated as a team in the ABA pickleball tournament on Fri. April 25. Other Township Staff teams also participated.
- After review by the DDA and Township Board, the Request for Proposals (RFP) for the Downtown-area Parking Plan was distributed on Mon. April 21 to three qualified consultants. The due date for response proposals is Fri. May 9.
- In addition to the meetings/activities noted above, the Director attended the following Township meetings/events:
 - April 14 Township Board meeting
 - April 21 DDA Board meeting
 - April 28 Township Board meeting

Permit Activity

Permit summary activity from Cascade Township for April is attached.

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

05/01/2025

ADA TWP CATEGORY REPORT

Category	Estimated Cost	Permit Fee	Number of Permits
Commercial, Add/Alter/Repair	<i>\$100,000</i>	<i>\$748.00</i>	2
DECK	<i>\$19,500</i>	<i>\$1,050.00</i>	6
DEMOLITION	<i>\$10,000</i>	<i>\$85.00</i>	1
Detached Accessory Building	<i>\$250,000</i>	<i>\$1,531.00</i>	3
Res. Add/Alter/Repair	<i>\$423,440</i>	<i>\$1,120.00</i>	7
Res. Single Family	<i>\$3,065,000</i>	<i>\$7,986.00</i>	5
Residential - Other	<i>\$7,468</i>	<i>\$85.00</i>	1
Roofing	<i>\$270,920</i>	<i>\$1,020.00</i>	12
Roofing/Siding	<i>\$12,600</i>	<i>\$85.00</i>	1
Totals	<i>\$4,158,928</i>	<i>\$13,710.00</i>	38

ADA TWP CATEGORY REPORT YTD

Category	Estimated Cost	Permit Fee	Number of Permits
Commercial, Add/Alter/Repair	<i>\$2,869,166</i>	<i>\$16,688.00</i>	13
Commercial, New Building	<i>\$3,600,000</i>	<i>\$7,080.00</i>	1
DECK	<i>\$185,500</i>	<i>\$1,750.00</i>	10
DEMOLITION	<i>\$62,450</i>	<i>\$325.00</i>	4
Detached Accessory Building	<i>\$296,000</i>	<i>\$2,144.00</i>	5
Res. Add/Alter/Repair	<i>\$2,226,440</i>	<i>\$4,718.00</i>	24
Res. Single Family	<i>\$9,605,000</i>	<i>\$15,517.00</i>	9
Residential - Other	<i>\$75,048</i>	<i>\$505.00</i>	4
Roofing	<i>\$1,387,922</i>	<i>\$2,465.00</i>	29
Roofing/Siding	<i>\$12,600</i>	<i>\$85.00</i>	1
Sign	<i>\$7,500</i>	<i>\$170.00</i>	2
Swimming Pool	<i>\$54,000</i>	<i>\$175.00</i>	1
Totals	<i>\$20,381,626</i>	<i>\$51,622.00</i>	103