



ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS  
MONDAY, JULY 21, 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 MAY 19, 2025, REGULAR MEETING MINUTES
- IV. UNFINISHED BUSINESS
  - a. Cascade Community Foundation Funding Request: Enterprise Workshop Series
    - i. Justin Swan CCF
- V. NEW BUSINESS
  - a. Streetscape Fixture Proposal
    - i. Director Austin
  - b. Love Your Local Update and Proposal
    - i. Director Austin
  - c. Beers at the Bridge June 20<sup>th</sup> Recap
    - i. Director Austin
- VI. REPORTS AND COMMUNICATIONS
  - a. Parking Plan Update
    - i. Director Austin
  - b. Township Hall Design Study: Notre Dame Collaboration
    - i. Director Austin
  - c. Rev and Expenditure Report 6/30/25
  - d. DDA Director Report
  - e. Farmers Market Manager Report – Raquel Valverde
  - f. Township Department Head Staff Reports
- VII. BOARD MEMBER COMMENT
- VIII. PUBLIC COMMENT
- IX. ADJOURN MEETING



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF MAY 19, 2025, REGULAR MEETING, 8:00 A.M.**

**DRAFT**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, May 19, 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, Coe, Harrison, Idema, Knapp, Korth, Vogl

**BOARD MEMBERS ABSENT:** Frost, Turan

**STAFF AND OFFICIALS PRESENT:** DDA Director Austin, Planning Director Said, Township Manager Suchy, Administrative Assistant Buckley, Farmers Market Coordinator Valverde

**PUBLIC PRESENT:** 5

**II. APPROVAL OF AGENDA**

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

**III. APPROVAL OF MINUTES OF APRIL 16, 2025, SPECIAL WORK SESSION**

Cloutier referenced a statement she made in the Work Session Minutes on page 2 of 3. Cloutier restated that her comment was based on feedback received and the statement will be adjusted in the minutes.

Moved by Harrison, supported by Coe, to amend the April 16, 2025, minutes to include Cloutier's comment that she received feedback that the downtown area has very few activities for families to do in the winter. Motion carried.

**IV. APPROVAL OF MINUTES OF APRIL 21, 2025, SEMI-ANNUAL INFORMATIONAL MEETING**

Moved by Korth, supported by Harrison, to approve the April 21, 2025, Semi-Informational Meeting minutes. Motion carried.

**V. APPROVAL OF MINUTES OF APRIL 21, 2025, REGULAR MEETING**

Moved by Vogl, supported by Harrison, to approve the April 21, 2025, Regular Meeting minutes. Motion carried.

**VI. UNFINISHED BUSINESS - none**

**VII. NEW BUSINESS**

**a. Contract Review and Approval for Farmer's Market Manager**

DDA Director Austin explained that on April 28<sup>th</sup> 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). There was no assurance given that this program would be permitted to commence again and the lack of predictability necessitated evaluating other options.

Austin said to ensure good operational continuity and to minimize negative effects on the current farmer's market season, he had discussions with Township Manager Suchy and the DDA Chairman Knapp about a potential contract for Raquel as Farmer's Market Manager. Following those discussions, Austin extended a contract to Raquel Valverde, effective through August 31, 2025. Austin said that will allow them the opportunity to continue discussion on a future farmers market manager position.

Austin went over details of Valverde's contract and budgetary implications and requested DDA's approval of the contract for a Farmers Market Manager.

Moved by Korth, supported by Idema, 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. Motion carried.

**b. Parking Plan Proposal Review: Fishbeck**

**i. Director John Said**

**ii. Director Kevin Austin**

**iii. Jon Forster: Fishbeck**

Planning Director Said referred to the Strategic Parking Plan received from consulting firm, Fishbeck. Said stated that Staff is requesting DDA approval to move forward with this project and noted this is a joint parking plan project between the Township Board and DDA Board.

Said stated that Staff received a very dynamic proposal from Fishbeck in response to the RFP and Staff is very comfortable with moving forward on this. Fishbeck addressed several important points that we were looking for; primarily to develop a strategy around parking in the downtown area and help Ada with our future policy.

Austin pointed out yellow highlighted areas of the proposal that he found to be particularly relevant for the DDA and the Township and noted he was especially encouraged by the case studies from other communities similar in size to Ada.

John Forster, Fishbeck, explained their process for a strategic plan; determine Ada goals, data collection, perceptions, observations, gather the information and understand the process, put together the strategic plan/implementation matrix. He said he looks forward to dig-in and help Ada find the solution that fits for the community.

There was DDA member discussion regarding the importance of the community engagement portion (optional service for additional price), special events parking review, Fishbeck partnering with McKenna (a Planning Firm) for services for zoning review, initial budgeted amounts for the plan, and whether the quoted amount of \$50,000 is negotiable (Mr. Forster confirmed that Fishbeck is flexible and willing to negotiate to be sure that Ada gets what they need).

Moved by Harrison, supported by Coe, to recommend to the Township Board, to approve the contract for 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 in an amount not to exceed \$50,000 and to include a community involvement component. Motion carried.

**c. Strategic Planning: Key Objectives Update Review and Approval**

Austin presented the final draft of the 2025 Update to the Key Objectives and Goals with all the proposed changes from the DDA input received throughout the strategic planning process. Austin went over details of the changes made. He requested the DDA review and discuss the final draft and recommend any final revisions.

Knapp stated that Austin has done an excellent job organizing the DDA sessions, getting the DDA to collaborate, and his continued follow up process. Coe mentioned adding an additional comment on the Shop Local Campaign. There was additional DDA discussion regarding revisiting the strategic plan annually or every six months (include in agenda items).

Moved by Vogl, supported by Idema, to approve and adopt the Ada Township DDA Key Objectives Update – Spring 2025. Motion carried.

**d. Cascade Community Foundation Funding Request: Enterprise Workshop Series  
i. Justin Swan CCF**

Knapp informed that he serves on the Cascade Community Foundation and have a conflict of interest, so he recused himself from any conversation and voting.

Austin explained that there was no representation from the Cascade Community Foundation at the meeting and informed the DDA that they may discuss, decline or table, this item.

Moved by Korth, supported by Harrison, to table item until a Cascade Community Foundation representative is at the DDA meeting to represent. Motion carried.

**e. Love your Local Branding Review**

Austin noted that during the strategic planning session, the DDA endorsed a Support Local campaign. He has worked with Liz Haan and Kim Rantala (DiscoverAda and ABA) and have established a brand development process to ensure effective and timely implementation throughout this year.

Austin said the materials for review have been prepared for DDA consideration and is seeking their input.

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

Austin went over the information on Love Your Local campaign explaining details of why use “Love Your Local” name (raise awareness of benefits of shopping local and support economic growth in Ada), campaign goals, mission and vision statements, and the core message (supporting local business is vital for a thriving community). He went over the campaign timeline and said with the DDA approval of the campaign development schedule it will allow us to maintain the vibrancy in our local economy and improve it as Ada continues to grow.

There was extended DDA discussion on the overall slogan “Love your Local” (clarified the meaning of the red symbol/drop pin in option #2), and the DDA members concurred with the desire to incorporate Ada language into the slogan.

The DDA shared opinions on the branding options #1, #2 or #3 – Austin said he is partial to option #2, Cloutier liked option #1 and said the slogan idea is playful and light-hearted and the color scheme is



friendly and family oriented, Vogl and Coe commented that they liked option #2 but maybe adjust the color schemes.

Kim Rantala, ABA, noted that the Ada logo can be added, however, the business owners were asked their opinions about incorporating Ada language into the branding, and they did not want it to feel exclusive to Ada. She requested the DDA consider the business owners opinions.

Moved by Korth, supported by Coe, to approve the brand content as presented, selecting option 2, with the modifications to incorporate Ada language within the branding materials, and authorize the DDA Director and campaign partners to proceed with the campaign development schedule. Motion carried.

~~?? Knapp reiterated motion: to approve the brand content with option number 2 as presented with modifications and authorize the DDA Director and campaign partners to proceed forward with campaign development schedule, including more Ada specific language.~~

#### **f. Emergency Irrigation Repair**

Austin notified the DDA of an emergency irrigation repair that took place. He explained the failure of the system would prevent proper irrigation to most of the streetscape locations in the DDA district. Township Manager Suchy authorized the repair (\$6,953.92), and Austin said that a formal budget amendment will be presented in a future meeting to account for the additional expenditure.

#### **g. Tara Heerspink Contract Extension Proposal**

##### **i. Tara Heerspink**

##### **ii. Director Austin**

Austin referred to his memo regarding the proposal to extend the professional services contract with Tara Heerspink, Strategic Community Engagement Consultant, to continue support through July 1, 2025. The four-week extension is proposed to help to integrate the community outreach initiatives developed for the farmers market. 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.

Austin went over the summary of work and justification for Tara's extension and the budget impact (the extension to be fully funded within existing budget), and noted the proposal aligns with DDA objectives #2, Align and Optimize Promotional Activities.

Moved by Korth, supported by Vogl, 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. Motion carried.

#### **h. Economic Survey Discussion**

Austin said this economic survey is in the works to be produced by the Township and partners (Baton Collective & ABA) and Staff previously provided a copy to the DDA for their input, given that it does concern the DDA district area.

Austin summarized the survey presentation at the Township Board meeting on April 14, 2025, and said that 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 intended partnership, goals of the survey, and anticipated outcomes.

Austin informed that 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. This project is currently in progress and is intended to gather critical insights into community perceptions, priorities, and economic development opportunities through the survey.

Manager Suchy updated that the survey came back to the Township Board at the April 28th meeting after some questions were clarified by the Chesapeake Group and the Township Board felt comfortable moving forward with it as it was proposed via social media. Suchy expects the survey to go live on social media in the next couple weeks in collaboration with Baton Collective and ABA.

Idema inquired about people who are not on social media. Suchy responded that Chesapeake Group has indicated that for statistically accurate representation of the community they do not need individuals who do not respond on social media. Suchy noted that Baton Collective are the ones initiating the survey and collecting information and the Township will make it public on the website. Suchy said the Chesapeake Group feels very confident about going about it this way.

Supervisor Korth shared the concern about the Township participation level and requesting hard copy survey distribution, but after a couple rounds of conversation amongst Township Board members, the conclusion was that the information received will be used broadly and the Township will be in participation throughout the process.

*Vogl left the meeting at 9:30 a.m.*

## **VIII. REPORTS AND COMMUNICATIONS**

### **a. Financial Report 4/30/25 – No additional comments**

### **b. DDA Director Report**

Austin summarized his report with updates on: 4<sup>th</sup> of July event and BATB (Beers at the Bridge) event, upcoming events, farmers market, streetscape walk through (thank you Idema and Cloutier for contributing), support local campaign, pedestrian island program, banner installation, Ada Drive irrigation, and introduced DDA Event Intern Rowan Armour.

DDA Event Intern, Rowan Armour, introduced herself and said she is a graduate student at GVSU studying public administration with an emphasis on local government.

### **c. Farmers Market Manager Report – Raquel Valverde**

Valverde summarized her Farmers Market April Report. She reported that April marked a major turning point in preparation for the upcoming season. She finalized both vendor and map layout and the full vendor list for 2025 market and currently has 44 vendors confirmed. She said they received approval of the SNAP application and are awaiting arrival of the EBT machine, on track for implementation opening day.

Valverde updated on: signage (different types of signs in bright and inviting colors), market infrastructure (vendor menu board, market tokens and new wooden archway at entrance), entertainment (bought a seasonal music license) and volunteers.

Valverde spoke about the closure of the AmeriCorps Program. She said she is grateful to Ada Staff for coordinating the part-time position for her, allowing her to keep farmers market plans on track. She also thanked the DDA Board for letting her stay and continue with the market.

Valverde informed that she and Austin interviewed and hired a Communications Intern, Lauren Hallas, and shared history of Lauren's background. Valverde said Lauren will work with Tara Heerspink on market strategies.

Cloutier inquired about the Seed to Market campaign at Ada Elementary. Valverde explained that she (and/or Dean) will present to two first grade classrooms about the importance of shopping local and how the process goes from farming all the way to the families table.

**d. Township Department Head Staff Report – no additional comments**

**IX. BOARD MEMBER COMMENT - none**

Idema shared concern about the tall grass and weeds growing at some of the establishments, specifically Garage Bar. Coe shared the same point while driving, the grass and weeds are a distraction and causes safety concerns. Harrison mentioned concern about the number of signs at Garage Bar. Following brief DDA discussion, Austin informed there is no zoning violation for the grass height, but he has agreed to tactfully approach the General Manager to discuss.

Austin mentioned that Chip Clark of the Ada Arts Council reached out for volunteers on their Arts Council Board. If any DDA members are interested in volunteering, please reach out.

**X. PUBLIC COMMENT - none**

**XI. ADJOURN MEETING**

Moved by Knapp, supported by Harrison, to adjourn the meeting at 9:53 a.m. Motion carried.

Respectfully submitted:

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Dawn Marie Coe, DDA Secretary

rs:eb

# 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	
<b>SUBTOTAL</b>	<b>\$38,000</b>	
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	
<b>SUBTOTAL</b>	<b>\$5,750</b>	
Enterprise		
Experts	\$3,000	
Food & Bev	\$4,500	
Space	\$3,000	
Marketing	\$3,000	
Val Lego / Program Staff	\$30,000	
<b>SUBTOTAL</b>	<b>\$43,500</b>	
Event budget		
Tributes	\$25,000	
Golf Outing	\$7,500	
<b>SUBTOTAL</b>	<b>\$32,500</b>	
<b>TOTAL</b>	<b>\$119,750</b>	

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
Insperity	\$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

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## **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: 07/14/25

**TO:** Downtown Development  
**FROM:** Kevin Austin, DDA Director  
**RE:** Consider Location for Placement and Acquisition of Streetscape Fixtures

## Kent County Web Map

March 18, 2025







### Purpose:

The purpose of this memorandum is to present a recommendation for the strategic placement of additional benches, trash receptacles, and recycling receptacles throughout downtown Ada to enhance the comfort, cleanliness, and usability of public spaces for residents and visitors. This proposal aligns with the DDA's





ongoing efforts to improve streetscape amenities and maintain a consistent and high-quality aesthetic in the downtown area.

Proposed Locations: The Following locations were evaluated and proposed with two DDA Board members during an assessment in May 2025.

	Location: Ada x Bronson, current trash Type: Recycling Facing: N/A		Location: Ada Drive x Bronson, Behind Streetlight Type: Bench Facing: Away from street
	Location: Schnitz entrance Type: Trash Facing: N/A		Location: GR Bike Co Type: Recycling Facing: N/A





	Location: Godwins		Location: Godwins, Thorn x Ada
	Type: <b>Bench</b>		Type: <b>Trash</b>
	Facing: Away from street		Facing: N/A

	Location: ATT Bldg		Location: Across library SE Entrance
	Type: <b>Bench</b>		Type: <b>Bench</b>
	Facing: Facing Thorn Dr		Facing: Away from street

	Location: Furthest down Ada Dr across from Chase		Location: Midblock near Alley
	Type: <b>Bench</b>		Type: <b>Trash</b>
	Facing: Facing away from street		Facing: N/A



	Location: Near Alley and Fruition		Location: Fruition
	Type: <b>Bench</b>		Type: <b>Recycling</b>
	Facing: Facing away from street		Facing: N/A

	Location: Near Mudpenny		Location: Near 5/3 <sup>rd</sup> sign
	Type: <b>Bench</b>		Type: <b>Bench</b>
	Facing: Facing away from street		Facing: Away from the street

	Location: Legacy Stairs/patio		Location: River X Thorn
	Type: <b>Recycling</b>		Type: <b>Recycling</b>
	Facing: N/A		Facing: N/A



	Location: Library Crosswalk		Location: Near Dental and Comm Church entrance Headley.
	Type: Recycling		Type: Bench
	Facing: N/A		Facing: Away from the street
	Location: Old Headley ROW near Thorn Dr		Location: Bronson X Thorn Dr
	Type: Bench		Type: Bench
	Facing: Sidewalk		Facing: The Street

### Overview of Proposal

To ensure visual consistency with current street furnishings, the proposal recommends the purchase of the same model and manufacturer used in previous streetscape improvements: **Plainwell collection by Landscape Forms.**

### **Proposed Quantities and Costs**

Fixture Type	Quantity	Unit Price	Subtotal
Benches	11	\$2,440	\$26,840
Trash/Recycling Receptacles	9	\$2,030	\$18,270
Total Equipment Cost			\$45,110

Fixture Type	Quantity	Unit Price	Subtotal
Tariff and Material			
Surcharge and Shipping			\$5,190
		<b>Total</b>	<b>\$50,300.00</b>

- The quote is provided below with however the \$2,706.60 in tax will be removed once tax exempt is provided.
- Budgeted Amount for 2025 Streetscape Fixtures: \$70,000
- Remaining for Installation Estimate: \$19,700

*Note: Installation cost estimates are currently being obtained and will be provided to the board upon receipt.* Benches require a concrete slab for secure installation. There are many ideal locations for bench placement that are predominantly pavers, which would need to be removed for proper base construction.

- Director Brinks has provided a rough estimate of supplies for installation to be \$100 for concrete per bench. This would require significant staff time to complete the installation and would need to be completed in phases over the rest of the year.
- I am in the process of obtaining quotes for installation through private contractors, however, rough estimates are \$750 - \$1000 per bench site.

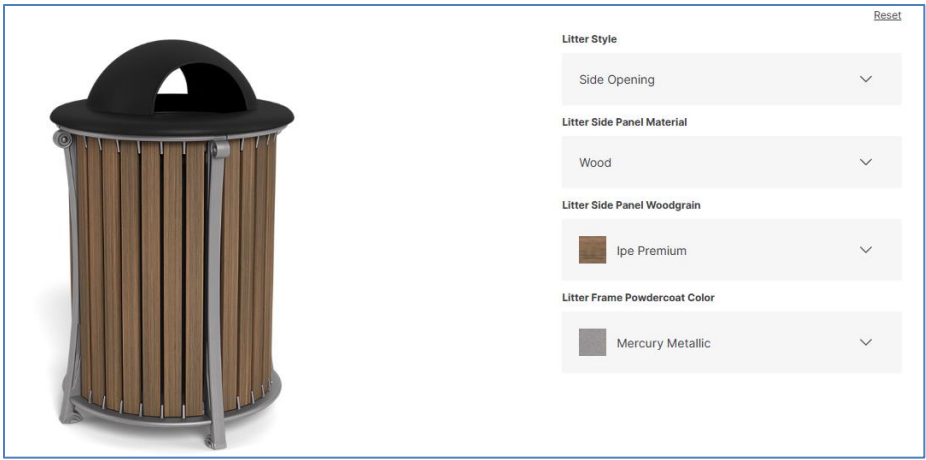
# Plainwell

Product Data Sheet



landscapeforms

Plainwell, designed by Robert Chipman, ASLA, is both lyrical and robust. The subtle curve of the back and slope of the seat provide comfort. A hefty cast aluminum end frame, wood or aluminum seat and back slats of generous substance and dimension, and stainless steel hardware, provide exceptional strength and durability. Plainwell is manufactured of the finest quality materials to Landscape Forms' demanding standards. While Plainwell has its imitators, they are no match for the original. The choice of discriminating design professionals and clients for nearly a decade, Plainwell consistently performs under the rigors of public use in city parks and streetscapes, shopping centers, mixed use malls, and healthcare environments. A coordinating litter receptacle unifies the esthetic, whatever the setting.



Requested Action:

If the DDA Board agrees with the proposed locations and quantity of additional fixtures, I request that they motion to approve the purchase of the additional fixtures.

*Requested Motion: Motion to approve the purchase and acquisition of streetscape fixtures from Landscape Forms as presented, for a total of \$50,300.00.*

Quote

Date: 07/16/2025  
LF Quote#: 0000437308  
PO#:  
Project: Ada Township - Streetscape Standards 2025  
  
Bill To: Ada Township - Parks Department  
ATTN: Kevin Austin  
1180 Buttrick Avenue Southeast  
Ada, MI 49301

**CORPORATE**  
7800 E. Michigan Avenue  
Kalamazoo, MI 49048-9543  
P: 800.521.2546 F: 269.381.3455  
www.landscapeforms.com  
Federal I.D.# 38-1897577  
FSC# PBN-COC-001261  
  
Ship To: Ada Township - Parks Department  
ATTN: Kevin Austin  
1180 Buttrick Avenue Southeast  
Ada, MI 49301  
  
Ship To Contact Phone:616-676-9191, Ext. 7335  
Ship Via: Common Carrier  
F.O.B.: Destination

Qty	Description	Unit Price	Total Price
-----	-------------	------------	-------------

**When ordering please confirm:**

- Shipping address and contact information (name and ph#)
- Billing address and contact information
- Is your firm or the project tax exempt? If so, exemption certificate must accompany order
- Delivery schedule:  
    \_\_\_ Ship immediately upon completion  
    OR Ship On/After the date:\_\_\_\_\_

11	Plainwell Bench Length: 72" Insert Style: Wood Wood Selection: Ipe no finish (exterior use only) Powdercoat Color: Gloss Black Standard Features: Freestanding/Surface Mountable	\$ 2,440.00	\$ 26,840.00
9	Plainwell Litter Style: Side Opening, 35 gal. capacity Side Panel Selection: Ipe no finish (exterior use only) Frame Powdercoat Color: Gloss Black Standard Features: Freestanding/Surface Mountable Standard Liner: Black Polyethylene Liner Standard Top: Black Rotomold Polyethylene Top	\$ 2,030.00	\$ 18,270.00

Item Total \$ 45,110.00

Cust #: 0QFQU  
SSR: Cassy Fisher  
Rep: Amanda Nawara, MI6

Landscape Forms Customer Service

Purchaser Seller



# Quote

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Ship To Contact Phone:616-676-9191, Ext. 7335  
Ship Via: Common Carrier  
F.O.B.: Destination

Qty	Description	Unit Price	Total Price
	Due to the current economic environment regarding tariffs and material pricing, Landscape Forms has temporarily included an additional 3% surcharge on all quotes. The surcharge is reflected in the Shipping & Handling line item. For lighting quotes, the surcharge is included in the product price.	Shipping & Handling	\$ 5,190.00
		Sub Total	\$ 50,300.00
		Estimated Tax	\$ 0.00
		Document Total	\$ 50,300.00

Payment Terms: NET 30 DAYS  
Landscape Forms, Inc. reserves the right to change payment terms based on payment history as well as information obtained from commercial credit reporting agencies.

- Purchaser is responsible for confirming options, materials, quantities, etc., for completeness and conformity to plans and specifications.
- Changes to or cancellations of standard product orders may incur a penalty charge of 30% or more.
- Orders including modified or custom product (Specials and/or Studio 431) may not be cancelled. If an order is terminated by the customer, payment in full is expected for the product subtotal regardless of current project status.
- Orders including modified or custom product (Specials and/or Studio 431) are subject to price increase after engineering/product development is complete and approved by the customer. Modifications in price will be handled via change order.
- All manufacturing of product, as engineered and/or designed by Landscape Forms, shall be performed exclusively by Landscape Forms or its expressly authorized affiliates or subcontractors. Customer shall not engage any third party for the manufacture of said Product without the prior written consent of Landscape Forms.
- All orders that include a swing product must include an executed liability waiver to be accepted and entered into production.
- Only the Material Supplier Standard Limited Warranty shall apply to all product sold by Landscape Forms. No other warranties or changes to the standard warranty will be applied or accepted.
- No merchandise can be returned without authorization from Landscape Forms. Returns may be subject to a disposition fee of 30-100%.
- Prices based on quantities shown and quantity changes may affect price.

Cust #: 0QFQU  
SSR: Cassy Fisher  
Rep: Amanda Nawara, MI6

Landscape Forms Customer Service

Purchaser

Seller





# Quote

Date: 07/16/2025

LF Quote#: 0000437308

PO#:

Project: Ada Township - Streetscape Standards 2025

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Ship To Contact Phone: 616-676-9191, Ext. 7335

Ship Via: Common Carrier

F.O.B.: Destination

- QUOTED prices are held for 60 days. After receipt of a written ORDER, prices will be held for up to twelve months from receipt of the order. Changes in quantity or specification may affect pricing. Upfit and Scenic pricing will only be held for six months after receipt of a written order.
- Pricing includes selection from our standard color palette. Optional colors and custom color matches are available for an additional fee and will extend lead-time. Please contact our corporate office for more information.
- Fixtures for custom products are the property of Landscape Forms, Inc., and are not available for sale.
- Landscape Forms is a supplier only and ships via common carrier. Customer is responsible for offloading and installing unless otherwise indicated above.
- Handling fees alone will apply on third party and customer pick-up orders.
- Mounting hardware is only available on a limited number of products. Please consult the installation recommendations or contact our corporate office to confirm. In the event hardware is provided, it MUST be used for proper installation.
- Refer to Care and Maintenance guidelines for more detailed information and instructions.
- All orders ship upon completion of fabrication. A one-week grace period may be available, after which storage fees will apply.
- This Agreement contains the entire understanding between the parties. All prior communications are merged into this Agreement. The terms of this Agreement shall control any conflict between documents.
- This Agreement may be signed by the parties separately and by facsimile, and together they shall be deemed one binding, original Agreement.
- Purchaser shall pay all costs and expenses paid or incurred by Landscape Forms, Inc. in collecting any amounts due for goods purchased by Purchaser, including without limitation, reasonable attorneys' fees and collection costs. Balances on invoices not paid within 30 days of date of invoice, or within an alternate period of time as determined and indicated by Landscape Forms, shall incur interest at a rate of 18% per annum. Cash discounts are not offered.
- The quoted price may include estimated tax, duties and tariffs. Actual tax, duties and tariffs shall be purchaser's responsibility and may be added to an invoice as a separate and additional charge to purchaser unless an acceptable exemption certificate is presented.
- To the extent purchaser supplies or modifies the standard specifications for any products, Landscape Forms, Inc. expressly disclaims all representations and warranties related to such products or their design whether express or implied except that the products shall be manufactured in accordance with purchaser's specifications.
- **REMITTANCE OPTIONS:** For information on paying via credit card, ACH, direct bank transfer, or wire please email us at [AR@landscapeforms.com](mailto:AR@landscapeforms.com). Please note all credit card charges will be subject to a 3% surcharge. Mail payments to:

### USD Checks

Landscape Forms, Inc.  
Dept 78073  
PO Box 78000  
Detroit, MI 48278-0073  
USA

### CAD Cheques

Landscape Forms, Inc.  
PO Box 2408  
Station A  
Toronto, Ontario M5W 2K6  
CAN

Page: 3 of 3

Cust #: 0QFQU  
SSR: Cassy Fisher  
Rep: Amanda Nawara, MI6

Landscape Forms Customer Service

Purchaser

Seller

landscapeforms®



# MEMORANDUM

Date: 7/16/25

**TO:** Downtown Development Authority Board Members  
**FROM:** Kevin Austin, DDA Director  
**RE:** Love Your Local Update and Proposal

---

## Purpose:

This memo serves to provide an update on the rollout of the *Love Your Local* campaign and to present an expense proposal for a targeted postcard mailing to Ada households in support of the campaign's objectives.

## Campaign Overview

The *Love Your Local* campaign launched with the goal of educating residents on the economic and social benefits of supporting locally owned businesses. We are seeking to foster a more resilient and vibrant local economy by encouraging and educating our residents on the positive outcomes of shifting some spending to local businesses versus national chains.

Key rollout milestones include:

- **Landing Page Launch:**  
The official *Love Your Local* campaign landing page went live on **July 14**, providing visitors with detailed information on the initiative and listing participating local businesses. Announcements and cross-promotion across social media.
- **Community Awareness Efforts:**  
Campaign branding has been incorporated into **A-frame signage at the Ada Farmers Market** and through ongoing **social media engagement** across Township events and partner platforms.  
**Stickers will be distributed to businesses for visible placement and included with other marketing materials.**
- **Business Engagement:**  
A **business roundtable** was held in June to introduce the campaign to local business owners. The next roundtable will focus on deepening business participation and collaborative marketing.  
"I Love Ada" tote bags with campaign postcards will be distributed to Business owners.

## Social media and Websites:



### What does it mean to 'Love Your Local'?

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 & heart to the place we call home. That is exactly what loving your local looks like.

### What is the campaign for?

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



## Postcard Mailing Proposal

To further increase community awareness and engagement, we are proposing a direct-mail campaign in partnership with **Discover Ada**, targeting residents in the 49301 zip code.

### Mailing Details:

- **Target Households:** 2,933
- **Demographic:** Ada family households with **incomes over \$100K**, a proven responsive segment for past Discover Ada campaigns and is recommended for this initial mailing.
- **Vendor:** Bright Format (same provider used in a previous successful mailing)
- **Cost Estimate:** \$2,020.82 (see attached quote)
  - This a comparable per unit cost to similar mailings by the township.
- **Mailing Content:** Educational messaging about the *Love Your Local* campaign and how residents can participate, including links to the campaign webpage.

### Postcard Copy:



## HEY NEIGHBOR!

Every time you shop local, you're not just making a purchase, you're making a difference. You're supporting your neighbors, celebrating community, and choosing real connections over convenience. Gather local. #LoveYourLocal

Learn more about Love Your Local

In collaboration with iDiscoverAda, the Ada Business Association, and Ada Township Local shopping statistics.

why should you...

## LOVE YOUR LOCAL?

**DOLLARS STENT HERE, STAY HERE**  
For every \$100 spent at a local business, \$68 stays in your community. This generates a cycle of local spending that strengthens your community economically.

**GIVING BACK STARTS LOCAL**  
Local businesses give where they live. They support our local charities and events, fostering a sense of community and shared purpose.

**FUELING NEIGHBORS' DREAMS**  
Local businesses are powered by entrepreneurship, passion and heart, but are sustained by our support. When we shop local, we directly invest in our neighbors' livelihood.

**SUSTAINABLY SMART**  
Local shopping reduces transportation emissions and single-use packaging waste, shrinking our environmental footprint.

**LOCAL BUSINESSES CREATE LOCAL JOBS**  
Local businesses fuel job growth in the community, often providing more employment opportunities than non-local businesses.



# HEY NEIGHBOR!

When you shop local, you're not just buying a product, you're investing in your community and your neighbors. You're choosing people over profit, charm over chain stores, and connection over convenience. Support local. Gather local. Love your local.

Learn more on our Website



brought to you in collaboration with  
#DiscoverAda, the Ada Business Association,  
and Ada Township

why should you...



## 1. DOLLARS SPENT HERE, STAY HERE

For every \$100 spent at a local business, \$68 stays in your community. This generates a cycle of local spending that strengthens your community economically.

## 2. FUELING NEIGHBORS' DREAMS

Local businesses are powered by entrepreneurship, passion and heart, but are sustained by our support. When we shop local, we directly invest in our neighbors' livelihood.

## 3. LOCAL BUSINESSES CREATE LOCAL JOBS

Local businesses fuel job growth in the community, often providing more employment opportunities than non-local businesses.

## 4. GIVING BACK STARTS LOCAL

Local businesses give where they live. They support our local charities and events, fostering a sense of community and shared purpose.

## 5. SUSTAINABLY SMART

Local shopping reduces transportation emissions and single-use packaging waste, shrinking our environmental footprint.

\*Local shopping statistics based on research conducted by Capital One Shopping in 2024.

## Financial Impact:

The DDA budgeted \$5,000 for Marketing and Promotion FY25-26 and has not utilized any of the budget thus far as most other promotional activities were within allocations for events.

## Goal and Objectives Alignment:

This proposed expense aligns with the **DDA's Goals and Objective 2**, which instructs us to coordinate and lead a support local campaign while optimizing and aligning promotional activities.

## Requested Action

*Requested Motion: Motion to approve the postcard mailing service through Bright Format for an amount not to exceed \$2,020.82 in support of the Love Your Local campaign.*



## Estimate

**Estimate#:** 46702

**Est Date:** 07/14/2025

**Cust Code:** BAC100

Brightformat - 5300 Corporate Grove Dr SE, Suite 200 - Grand Rapids, MI 49512-5512

Phone: (616) 247-1161

### CUSTOMER INFO

**Attn:**

Baton Collective  
496 Ada Drive  
Ada, MI 49301

**Phone:**

**Fax:**

**Terms:** 0

**Email:**

### JOB INFO

**Estimate #:** 46702

**Account Rep:** Peter Houlihan

**Email:** peter@brightformat.com

**Job Name:** Love Your Local Ada Postcard Mailing - Families

**Data Due:**

**Pstg Due:**

**Material Due :**

**Due Date:**

**Artwork Due:**

**Time Due:** 12:00 PM

### Description

#### Data/Prepress

Prepare Files for Production-Variable, Address Only, PDF Proof

NCOA/CASS Pave Certification for Postage Discounts-

Mailing List Purchase-

#### Digital Print

Print Digital-4cp/4cp, No Special Inks

Paper Selection-100# Cover - Uncoated 19x13

#### Bindery

Trim-4-up Trimming

#### Mailing

Mail Sorting-

Deliver Mail to USPS BMEU-

#### Postage

2,933 Std Auto Letter High

\*Postage must be received 24 hours in advance of mail date

\*This estimate is valid for 30 days and is subject to change based on review of "live" data and material

**Sub Total:** \$841.75

**Tax:** \$0.00

**Total Services:** \$841.75

**Estimated Postage:** \$1,179.07

**Total Incl. Postage:** \$2,020.82



## MEMORANDUM

Date: 7/16/25

**TO:** Downtown Development Authority Board Members  
**FROM:** Kevin Austin, DDA Director  
**RE:** 2025 Beers at the Bridge Recap – June 20th

---

I am pleased to provide a brief recap of the June 20th *Beers at the Bridge* community concert event. This year's event was a notable success, both in terms of attendance and revenue, and we continue to see growth and positive community response.

Please find attached a detailed event report that includes key performance data collected through Placer AI and financial information provided by the Treasury Department. These data points provide valuable insights into attendance, revenue, and visitor behavior.

### Key Highlights:

- **Attendance & Revenue:**  
We exceeded attendance and beer revenue figures from previous years for the June concert date. Notably, this increase was partially caused by the price increase to \$5 per pour. We hit our average in Merchandise sales.
- **Media Exposure:**  
In the week leading up to the event, I participated in two television appearances (Fox 17 and WZZM 13) and one radio interview (100.5 The River), which likely helped generate strong awareness and turnout.
- **Event Logistics:**  
All vendors and contractors were successfully inside the event space by 3:30 PM, allowing for a smooth setup. Eight staff members, supported by approximately 49 volunteers, helped execute the event efficiently. We experienced no logistical or safety incidents throughout the evening. New tap to pay equipment worked very well.
- **Survey Feedback:**  
We received 45 complete surveys from attendees, which will be used by both the Committee and the DDA to make informed improvements for future dates.
- **Volunteer Planning:**  
While the volunteer team performed admirably, we had just enough coverage to manage the event. We are hoping to secure additional volunteers ahead of the August 15th concert date to ensure sufficient staffing.

Please review the attached report for more comprehensive data and analysis. I look forward to discussing these insights further.

# BATB JUNE 2025 PLACERAI RESULTS

Approximate guests



3,115

Ada Residents



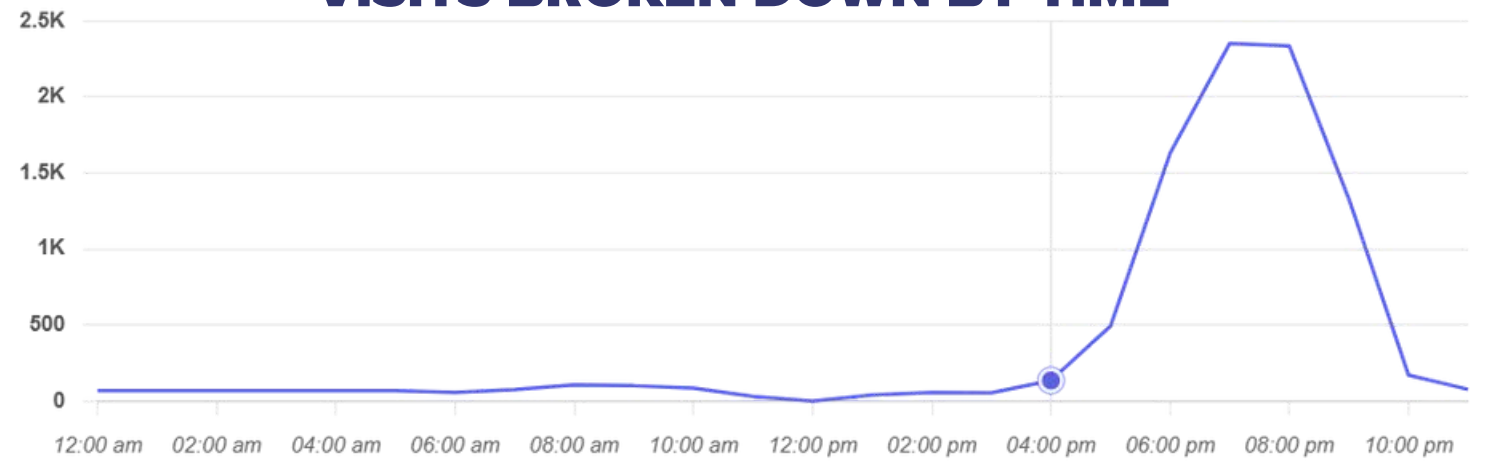
1,100

Average dwell time



122  
Minutes

## VISITS BROKEN DOWN BY TIME



## VISITS BROKEN DOWN BY ORIGIN

Venues:

Origin:

Metric:

View:

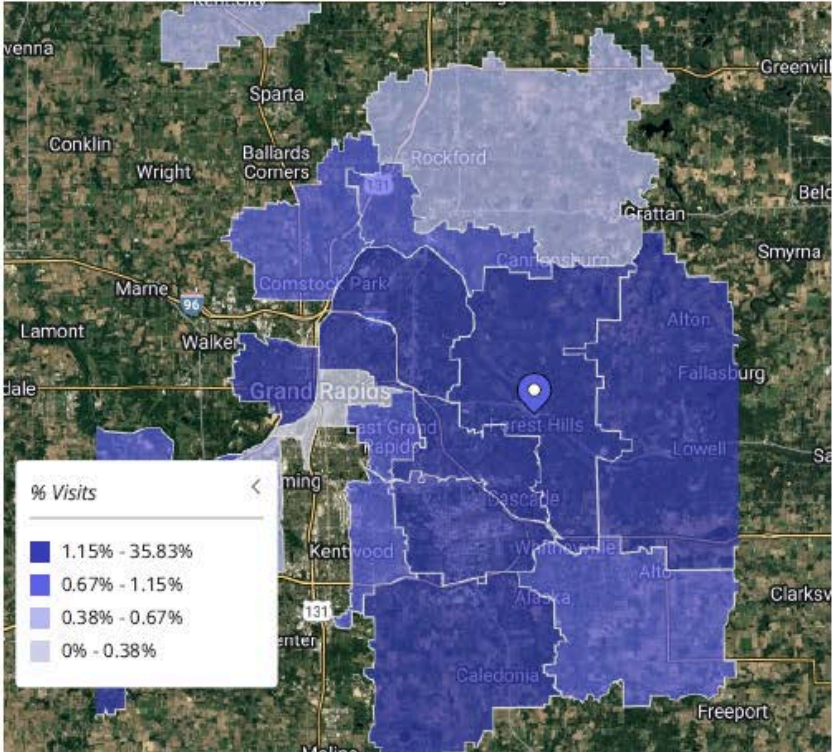
☒ Home Location

Visits

# of Visits

% of Visits

YoY Change



% Visits

- 1.15% - 35.83%
- 0.67% - 1.15%
- 0.38% - 0.67%
- 0% - 0.38%

Zipcode / City	Visits (% of Total)
49301 Ada, MI	1.1K (35.8%)
49546 Grand Rapids, MI	870 (28.4%)
49525 Grand Rapids, MI	132 (4.3%)
49512 Grand Rapids, MI	120 (3.9%)
49331 Lowell, MI	98 (3.2%)
49504 Grand Rapids, MI	97 (3.2%)
49316 Caledonia, MI	62 (2%)
49505 Grand Rapids, MI	53 (1.7%)
60612 Chicago, IL	38 (1.2%)



# BATB JUNE 2025 SURVEY RESULTS

Total Survey Responses

45



Total guests

3,115



Survey Respondents



30

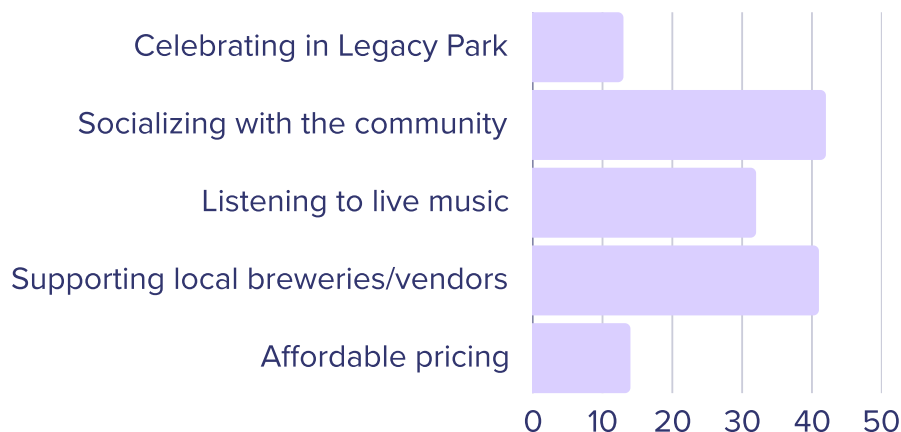
Ada Residents



15

Commuters

## Respondents most value about BATB...



## Respondents answer,

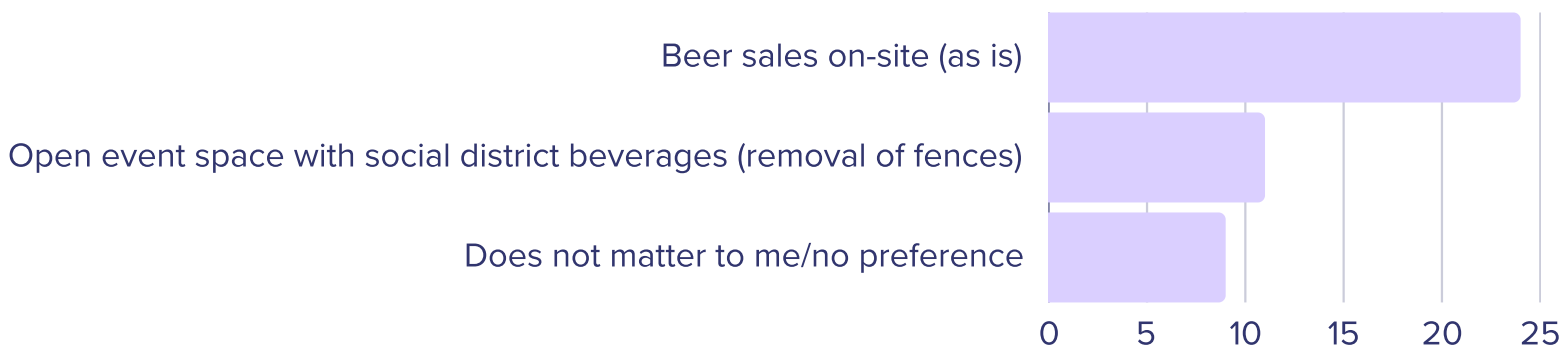
**“Were the drink options at BATB appealing?”**

34 Yes

3 No

7 Does not matter to me/ no preference

## Respondents would prefer...



## What could be improved for future BATB events, according to respondents

### Offerings

“Mocktails”  
“Faster drink lines”  
“More food vendors. But there are more this year!”  
“Additional food vendors offering reasonable priced, quick serve options.”  
“More selection”  
“More good options”  
“Offer wine and pre-mixed summer themed cocktails”

### Music

“Better bands, more blues, cover bands”  
“The band/act selection. Folk and (light) bluegrass would fit the scene better.”

### Frequency

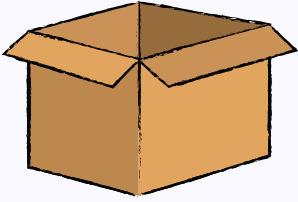
“More events”  
“More than just two events a summer”  
“4 events not 3”

### Location/setup

“Move it back to the bridge” (x3)  
“More barrel tables”  
“Maybe more tables”  
“More space utilized”  
“Designated standing room with high tops and designated walking areas to improve flow of foot traffic”  
“Make the space more cohesive. If socializing by food and beer it’s like you are not connected to any other part of the festival. The bridge location was better for making everyone feel part of the fest.”

# BATB JUNE 2025 FINANCIALS

## Merch Sales



**\$517.00**



## Beer Sales



**\$17,040.00**

## Total Sales

**\$17,557.00**



Ada Township Downtown Development Authority

Published by Rowan Armour

July 10 at 3:22 PM · 🌐

A look back on an amazing night. Hope to see you all at the next BATB on August 15th. (there is no July date this year).... See more



# MEMORANDUM



Date: 7/16/25

**TO:** Downtown Development Authority Board Members  
**FROM:** Kevin Austin, DDA Director  
**RE:** Parking Plan Update: Fishbeck

---

Purpose:

This memo serves to provide you with a progress update on the ongoing Parking Plan project being developed in coordination with our contractor, Fishbeck.

As of this date, Fishbeck has completed a comprehensive inventory of available parking resources within the study area. These have been mapped and organized to assist with both current analysis and long-term planning. In addition to the inventory, Fishbeck is actively conducting occupancy counts during representative timeframes to ensure accuracy and relevance. These counts are occurring on one Tuesday, Wednesday, and Saturday to capture variations in usage patterns.

To allow for more in-depth input from the Board and to align with the interactive nature of the stakeholder interviews, a **Special Workshop Session** has been scheduled exclusively for DDA Board Members. This session will resemble the stakeholder interview format and is intended to gather direct insights and feedback from the Board as we move into the next phases of the planning process.

**Please mark your calendars:**

**Date:** Tuesday, August 7, 2025

**Time:** 8:30 a.m.

**Location:** Community Room #2

A calendar invite will be sent to all members.

For more details regarding the work completed to date and upcoming tasks, please refer to the attached **Memo from Jon Forster** of Fishbeck.

At this time, if any members of the DDA Board have questions or comments they would like transmitted to our contractor, please forward them to me directly so they can be addressed in a timely manner.

Thank you for your continued engagement and support in this important initiative.

Recommendation: No recommended action at this time.

---

## Memo

**TO:** Kevin Austin, Ada DDA Director

**FROM:** Jon Forster, PTMP

**DATE:** July 14, 2025

**PROJECT NO.:** 2500986

**SUBJECT:** Ada Parking Study Update

---

Ada Township partnered with Fishbeck and subconsultant McKenna for an updated Parking Study of the Downtown Area.

Work completed to date:

- Vehicle and bicycle parking inventory (parking spaces and bike racks) within the DDA boundary has been field verified utilizing GIS maps.
- Conducted vehicle occupancy counts on Tuesday, July 8, coinciding with the Farmers Market hours.

Upcoming work planned:

- Conduct full day of vehicle occupancy counts spanning from 10 a.m. to 8 p.m. on Saturday, July 19, and Wednesday, July 23, on a 2-hour interval.
- Public Engagement Process
  - We will conduct individual 30-minute stakeholder interviews on August 4 with:
    - Business and property owners within the downtown boundary.
    - Board and committee members with the Township.
    - Representative of the Downtown Business Association.
    - Key Township staff.
  - An open public meeting will be held to gather public input regarding parking. Date and time: TBD.
  - Deployment of a digital online solution (Social Pinpoint) to assist in gathering feedback regarding the locations where individuals park, associated with their destinations across downtown. Launch near the beginning of August.
- DDA Board Members will have an opportunity to provide feedback at an upcoming special workshop session. Date and time: TBD.

If you have any questions or require additional information, please contact me at 616.330.5233 or [jforster@fishbeck.com](mailto:jforster@fishbeck.com).

By email

Copy: Fishbeck – Jennifer Kasper





## MEMORANDUM

Date: 7/16/25

**TO:** Downtown Development Authority Board Members  
**FROM:** Kevin Austin, DDA Director  
**RE:** Collaboration with the Notre Dame School of Architecture – Design Study for Township Hall and Surrounding Corridor

---

### Purpose:

This memo is to inform the DDA Board of a new collaborative initiative between Ada Township and the University of Notre Dame's School of Architecture. The Township Board has approved a partnership with the school's expert focus group to conduct a constructive review and design study for the Ada Township Hall and its immediate surroundings within the DDA district.

The **primary focus** of this collaboration will be on the Township Hall building and its site, with consideration given to the structure's broader influence on the adjacent corridor and public realm. The Notre Dame team brings expertise in traditional and context-sensitive architecture, with a strong emphasis on **productive growth, regeneration, walkability, and long-term sustainability**. Their approach is designed to ensure that proposed solutions are not only visually cohesive but also valuable and resilient over time.

As outlined in the attached items, the **key deliverables** include:

- **Three conceptual designs** for a new Ada Township Hall
- A **place-based urban design** strategy that supports and advances the long-term vision for downtown Ada

A **project kick-off meeting** took place on **Friday, July 18**, with participation from Township staff and representatives from the Notre Dame School of Architecture. Initial discussions focused on project objectives, site context, and design values.

The Township Board is seeking to establish an architect of record in the coming month to aid in the accuracy and utility of the designs and the work leading to them. Firms with interest will be communicating with the project lead from ND to establish more accurate proposals for the August Township Board meeting.

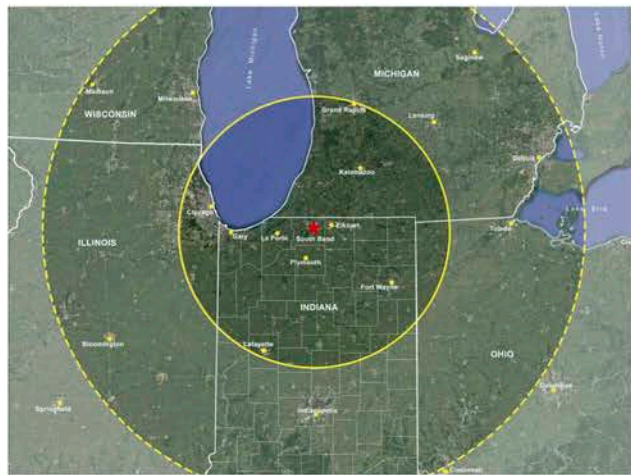
### Requested Action:

No action is requested from the DDA Board. This memo is provided for informational purposes only, and we look forward to sharing progress updates and preliminary concepts as the project moves forward.



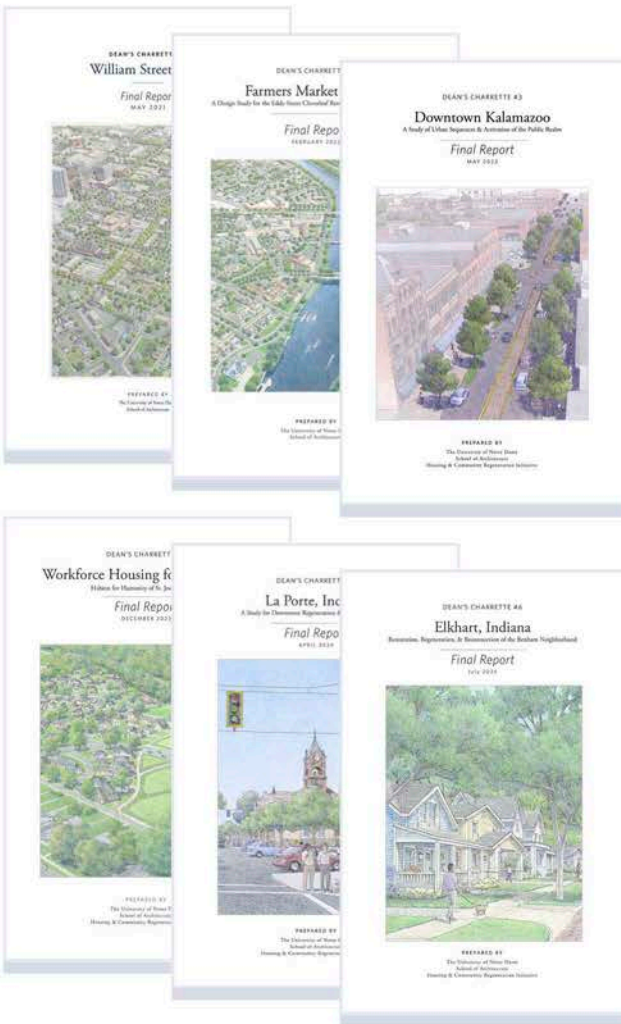


Photo from a community listening session in Gary, Indiana



### Stronger Together — The 100-Mile Coalition

After extensive engagement on projects throughout northern Indiana and southwest Michigan, we launched the “100-Mile Coalition.” This coalition brings together a group of cities and nonprofits within a 100-mile radius of the University of Notre Dame who are working to address shared issues relating to housing shortages, disinvested communities, failed infrastructure, stagnant economic growth, talent and workforce retention, and accessibility to technology. This coalition has formed a network that shares knowledge and solutions for common issues. The case studies and research generated from this coalition offers support for communities both nationally and globally.



Dean's Charrette Reports are case studies that set the foundation for an emerging body of research that focuses on diagnosing urban issues, establishing housing toolkits, creating historic preservation guidelines, and more.



### WE INVITE YOU TO STAY IN TOUCH

To learn more and support the Housing & Community Regeneration Initiative, scan the QR Code or visit our webpage at [www.architecture.nd.edu](http://www.architecture.nd.edu).

# HOUSING *and* COMMUNITY REGENERATION INITIATIVE



Local Impact



Global Collaboration



Community Vision





# COMMUNITY REGENERATION WITHOUT DISPLACEMENT

We believe a community that doesn't work for everyone, doesn't work for anyone.

The Housing and Community Regeneration Initiative is a “Think-and-Do Tank” that provides assistance to municipalities and nonprofit organizations to improve economic development by reimagining the built environment.

Our work makes an immediate local impact in communities, which serve as case studies that have national and global influence.

## Why Us — Why Now?

Cities throughout the United States are struggling to address critical housing shortages, maintain a crumbling infrastructure, and reckon with the social inequity resulting from a legacy of shortsighted federal and state housing and transportation policies. These issues are especially acute in the post-industrial Midwest where most cities have been in sharp decline since the Urban Renewal period of the 1960s.

Deindustrialization, the resulting economic distress, and population loss in these communities has resulted in severe urban decay and a decrease in the quality of life and opportunity there. Communities are in dire need of regeneration but generally lack the financial and human resources to do so. The future economic viability of a municipality depends on its ability to attract and main-

5 AREAS OF FOCUS

1

Creating Human-Scale Walkable Communities

2

Repairing Abandoned, Vacant, and Underutilized Properties

3

Reducing Critical Housing Shortages

4

Addressing Inequalities Resulting from Legacy Housing and Transportation Policies

5

Mitigating Climate Change Impacts using Sustainable Development Patterns

tain a skilled workforce. Today's workforce is resoundingly choosing to move to cities that prioritize placemaking by investing in a walkable downtown core.

## Three Interrelated Activities Form Our Framework:

- Community-Based Urban Design Charrettes
- Education
- Research and Policy

A **charrette** is a method of design collaboration that assembles an interdisciplinary team of experts and stakeholders in an **intense workshop** setting that generates a continuous loop of community input, professional collaboration, and immediate feedback on urban design projects.

IMPACT: OVER \$100 MILLION IN GRANT FUNDING FOR PARTNER CITIES

\$98 M

The City of Kalamazoo has secured \$98 million in grant funding to implement charrette recommendations.

\$2.4 M

The City of South Bend received \$2.4 million in grant funding to engineer the removal of a failed cloverleaf intersection.

\$2 M

Habitat for Humanity received \$2 million from the City of Mishawaka to purchase property to build 60 mixed-income housing units.

New Homes Soon

The City of Elkhart has begun the implementation of the charrette recommendations starting with the restoration of Benham West.

## Community Engagement: Dean's Charrettes

Dean's Charrettes are educational charrettes — a unique variation of the typical design charrette process. While the work and findings are professionally led, we employ this forum to educate the students who are working side-by-side with faculty and visiting industry guests, as colleagues. Throughout the process, students are exposed to the dynamics of a real-world project. They employ skills learned in the classroom and have one-on-one tutorials with practicing experts in the field.

The initiative has ongoing work in three states: Indiana, Michigan, and Illinois. The growing list of project locations includes Elkhart, Gary, La Porte, Mishawaka, and South Bend, Indiana; Kalamazoo, Michigan; and Chicago, Illinois.

The findings from the studies developed with these municipalities and nonprofits form the foundation for a new body of research that seeks to offer solutions to overcome a legacy of disinvestment and the loss of a culture of generating productive growth.

## Researching & Advocating for Principles of Productive Growth and Walkability

The work undertaken within this initiative is based on the principles of New Urbanism, which strive to create human-scale, walkable communities that stand the test of time. The principles are based on the belief that we are stewards of our built environment and are called to leave a better world for future generations.

The goal of this initiative is to physically, socially, and economically renew communities left behind by time, and therefore improve the quality of life of those who inhabit them today.

Realizing this vision requires investment in underinvested neighborhoods that support existing residents and a reevaluation of long-held patterns of development that have become intertwined with American identity.

*The University of Notre Dame's commitment to sustainability and social justice are embodied in the goals of this initiative and the cities that it services.*





## Exhibit A

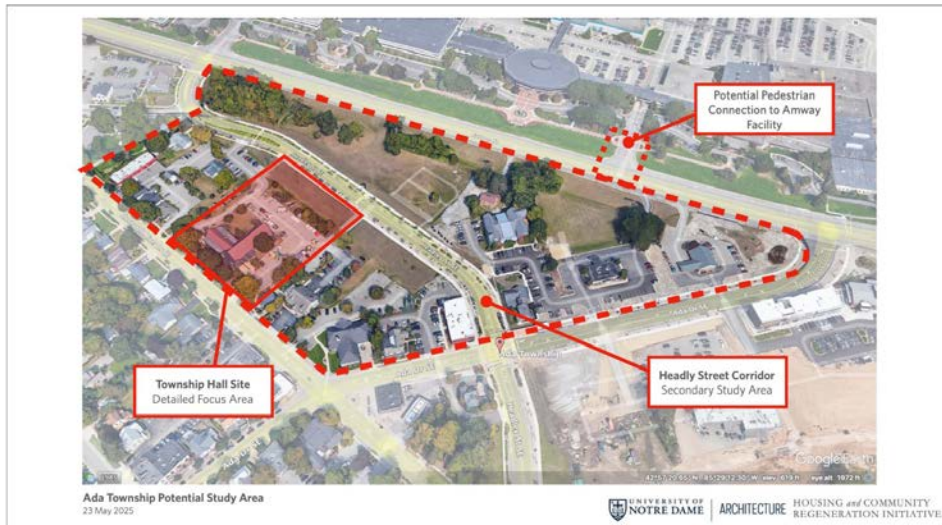
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### Statement of Work Payment Schedule

#### Scope of Work/Deliverables

##### **Provide a Design Study for a Township Hall and Surrounding Urban Area**

**Site location:** The two-block study area in Ada Township is bounded by Thornapple River Drive SE, Fulton Street, and Ada Drive SE. The site for the Township Hall is located on 7171 Headley Street.



#### **Process**

##### **Step 1: Mini-Charrette:**

Conduct a 3-day mini charrette to study the site and generate several schemes for immediate Sponsor feedback.

##### **Step 2: Graphics Production:**

Following the mini-charrette Notre Dame team will produce graphics to communicate design intent and issue a final report.

##### **Step 3: Coordination with Architect of Record**

Once the concept design is complete and the final direction is selected, Notre Dame will provide architectural review services for the Township to ensure the building continues to meet design intent throughout the construction drawing process.



***Deliverables:***

Graphics as needed to communicate design. This will include, but is not limited to:

*Township Hall:*

Three concepts for the Township Hall site

*Surrounding Study Area:*

One proposed place-based urban design that advances the vision for downtown Ada Township.

*Drawings may include and are not limited to:*

Township Hall

- Illustrative site plan with context
- Massing models
- Architectural character studies
- Recommended architectural design standards and details
- Parking diagram
- Renderings as necessary

Surrounding Study Area

- Illustrative site plan with context
- Proposed building types for urban infill
- Renderings as necessary

Township to provide a space needs study, easement restrictions, parking requirements, site constraints, topological information, and zoning requirements.

**Project Fee**

We propose the fee for the services described above to be a flat fee in the amount of \$50,000 to be paid as follows:

- A payment of \$25,000 to be due upon signing this agreement.
- A payment of \$25,000 to be due upon completion of the mini-charrette.
- A payment of \$25,000 to be due upon submission of final report.

Commented [KM2]: TBD, pending cost share discussions

June 5, 2025

**Conceptual Design exercise for the Township Hall and surrounding site by the University of Notre Dame School of Architecture – its role in achieving ground breaking of our new hall in Spring 2026.**

Our recent work session set out robust goals to get the new Township Hall under construction within the next year.

At this point we only have the site secured, know its available foot print, and have recent space needs studies to work from.

Given the Hall is likely the most lasting and uniquely memorable accomplishment many of us will reflect upon as Trustees, it is imperative we get a design quickly, yet very effectively chosen that meets several important criteria. It needs to meet the space needs long term, it needs to be fiscally realistic; it needs to befit all the effort the community has put into Ada over the last 25 years; it needs to be in lockstep with our community's master plan; and it needs to be completed timely.

To this end, though it requires funds up front to get high quality design options at a fast pace, I believe we should accept the mini-charrette proposal from the Architecture School of Notre Dame. Notre Dame has also asked us to choose our production architect now as well to have them directly involved with the design concepts for highest synergy.

Additionally, Julius and I met on Tuesday with Dixon Architecture. They too believe that combining early the decision makers, the stakeholders, the design firm, the architect of record (production architect), and actual builder is best too because it expedites the process to meet timelines; allows all specialties to develop buy in, pride and responsibility early in the process; and allows for approval from all parties needed (e.g. the Community Church) from the get go. The cost for ND's services may well pay for themselves in the efficiency and interaction gained by pulling everyone together immediately.

Included with the packet is the actual contractual proposal and deliverables from Notre Dame and also a summary of the community redevelop services from Notre Dame that we are broadly part of using their teams. A deeper dive into some of the actual cities using these services can be reached by going to this web link: <https://notredame.app.box.com/s/4bz5lbta1gfqu1l65cv4ayl65uxqjpuh>

I ask the board to please approve this proposal thus allowing us to continue to organize all the entities needed to get the project going and on time.

Thank you,

Tom K

Supervisor

GL NUMBER	DESCRIPTION	2025-26	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	06/30/2025 (ABNORMAL)	MONTH 06/30/2025 INCREASE (DECREAS	BALANCE NORMAL (ABNORMAL)	
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	4,850.64	4,850.64	500,149.36	0.96
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	4,850.64	4,850.64	625,149.36	
Dept 026.000 - CONTRIBUTIONS						
248-026.000-654.001	BEERS AT THE BRIDGE	70,000.00	38,788.00	20,738.00	31,212.00	55.41
Net - Dept 026.000 - CONTRIBUTIONS		70,000.00	38,788.00	20,738.00	31,212.00	
Dept 027.000 - OTHER REVENUE						
248-027.000-675.000	MISC AND OTHER REVENUE	0.00	320.00	0.00	(320.00)	100.00
Net - Dept 027.000 - OTHER REVENUE		0.00	320.00	0.00	(320.00)	
Dept 028.000 - FARMER'S MARKET						
248-028.000-675.000-FARMERMARKET	MISC AND OTHER REVENUE	5,000.00	750.00	750.00	4,250.00	15.00
248-028.000-675.001-FARMERMARKET	REGISTRATIONS	10,000.00	6,275.00	1,225.00	3,725.00	62.75
Net - Dept 028.000 - FARMER'S MARKET		15,000.00	7,025.00	1,975.00	7,975.00	
Dept 272.000 - GENERAL ADMINISTRATION						
248-272.000-890.001	BEERS AT THE BRIDGE	70,000.00	26,044.99	24,890.99	43,955.01	37.21
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	0.00	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)	(36,044.99)	(24,890.99)	(156,455.01)	
Dept 277.000 - DDA OPERATIONS/CONSTRUCTION						
248-277.000-704.000	WAGES	81,000.00	20,472.41	6,230.76	60,527.59	25.27
248-277.000-704.001	WAGES - SUPPORT	43,083.00	10,324.54	3,126.41	32,758.46	23.96
248-277.000-707.001	WAGES - INTERN	9,900.00	2,232.75	1,887.75	7,667.25	22.55
248-277.000-715.000	FICA - TOWNSHIP SHARE	9,100.00	1,738.10	650.66	7,361.90	19.10
248-277.000-716.000	FICA - MEDICARE TWP SHARE	1,800.00	406.50	152.17	1,393.50	22.58
248-277.000-719.000	RETIREMENT - EMPLOYER COST	12,409.00	2,729.72	896.03	9,679.28	22.00
248-277.000-719.001	MEDICAL, DENTAL INSURANCE	23,835.00	6,695.88	1,398.36	17,139.12	28.09

07/17/2025 08:51 AM

REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP

Page: 2/2

User: KAUSTIN

PERIOD ENDING 06/30/2025

DB: Ada

% Fiscal Year Completed: 24.93

\*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	NORMAL (ABNORMAL)	MONTH 06/30/2025 INCREASE (DECREAS	NORMAL (ABNORMAL) BALANCE	
Fund 248 - DDA FUND						
248-277.000-724.000	PHONE ALLOWANCE	930.00	266.99	90.94	663.01	28.71
248-277.000-740.000	OPERATING SUPPLIES/SERVICES	8,500.00	991.99	814.23	7,508.01	11.67
248-277.000-740.000-FARMERMARKET	OPERATING SUPPLIES/SERVICES	6,429.00	1,437.15	725.19	4,991.85	22.35
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	3,675.00	3,675.00	27,325.00	11.85
248-277.000-801.000-FARMERMARKET	CONTRACT SERVICE	13,000.00	4,620.00	3,480.00	8,380.00	35.54
248-277.000-801.010	LANDSCAPING/BEAUTIFICATION	53,000.00	31,342.05	25,547.05	21,657.95	59.14
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	372.50	0.00	1,627.50	18.63
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	0.00	241.00	25.85
248-277.000-927.000	MAINTENACE & REPAIR/IMPROVEMENTS	25,000.00	6,968.75	14.83	18,031.25	27.88
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)	(94,358.33)	(48,689.38)	(480,598.67)	
Dept 279.000 - OTHER TOWNSHIP EXPENSES						
248-279.000-719.002	LIFE INSURANCE, OTHERS	1,000.00	52.64	17.56	947.36	5.26
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)	(52.64)	(17.56)	(1,672.36)	
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	50,983.64	27,563.64	989,391.36	4.90
TOTAL EXPENDITURES		1,038,121.00	130,455.96	73,597.93	907,665.04	12.57
NET OF REVENUES & EXPENDITURES		2,254.00	(79,472.32)	(46,034.29)	81,726.32	3,525.83





## **Director Report for July 21, 2025**

**Submitted by DDA Director Kevin Austin**

### **Events:**

#### **4<sup>th</sup> of July:**

The 4<sup>th</sup> of July celebration was very well attended. Placer AI indicates that roughly 9% more people (roughly 2700 people) visited just Legacy Park on the 4<sup>th</sup> compared to last year. The township staff executed a well laid out logistical plan for the parade and handled some challenges well. We have annotated some takeaways to refine our process and apply them for next year's celebration. We have received positive feedback and some recommended changes from both participants and attendees. We will have a more official after-action meeting in the coming weeks.

#### **Beers at the Bridge (BATB) Summer Concerts 2025: 6/20**

On June 20<sup>th</sup> roughly 3,115 people joined their fellow residents and others from the area, to celebrate the 10<sup>th</sup> year of BATB. I participated in two tv interviews and 1 radio spot in the weeks leading up to the event. Kari Lynch put on a great show and was very pleased to participate this year. The township had roughly 10 staff members coordinating and executing a great event with roughly 35 volunteers assisting with operations. We've compiled the following data points from treasury and Placer AI:

- Revenue:
  - Beer: \$17,040.00
    - June 2024: \$15,280
  - Merchandise: \$517.00
    - June 2024: \$539.00
  - Total Revenue: \$17,557.00
- Attendance:
  - 3,115 people
    - 1,100 Ada Residents
    - 1,272 Grand Rapids Residents
    - June 2024: 2,900 people
  - Avg Dwell Time: 122 minutes

We conducted a survey during the event that will help assess changes to BATB in the future. We received 45 responses from our survey and look forward to compiling the complete results after the August 15<sup>th</sup> event. We managed the workload with limited volunteers well; however, we hope to get more volunteer participation in August.

#### **Upcoming Events:**

- Ada Farmers Market
  - Tuesdays 9am - 1 pm
  - The Community Church
- Voices of Hope, a Concert for Change: August 1<sup>st</sup>
  - I Understand: mental illness and suicide awareness
  - Legacy Park: 5:30pm
- Beers at the Bridge: August 15th
  - 6pm – 9pm
  - Legacy Park
- Business Roundtable: Business Collaboration and Love Your Local
  - August 20<sup>th</sup>
  - 8am-9am
  - Ada Hotel

#### **Farmers Market**

The Farmer's Market is in full-swing and is entering its second full month. June provided us with some unique challenges involving above average temperatures which may have hampered foot traffic, however, vendors are still reporting quality sales and are finding the market rewarding. FM Manager Valverde debriefs with the FM Committee members after the market to address challenges and adjustments that can be made. Intern Lauren Hallas continues to provide valuable work on our social media and learned from Tara Heerspink, who completed her contract as our Community Engagement Consultant at the end of June. First Companies construction continues to assist with the parking challenges their activities are posing to the market. They have been receptive and friendly collaborators. Many vendors and some community stakeholders are interested in the possible relocation of the FM and at a minimum the work that will happen to use a temporary site while the Township Hall is under construction.

I have posted the FM Manger position publicly as Raquel Valverde's contract is set to expire at the end of August. Due to personal reasons, she has informed me that she will be planning to resign from the position roughly around the end of July. This does pose a challenge for employment and recruitment in a short time period however we will ideally coordinate effective turnover with some possible overlap for the Market Manager. I will ensure that effective market operations remain the priority during this time, so the vendors and patrons experience is not negatively affected.

### **Streetscape Fixture Update**

I have completed a walkthrough of the DDA with two board representatives and identified valuable locations for streetscape installations. I have provided a memo to the DDA Board to review and provide feedback on potential locations as well as acquisition. A proposal and schedule for installation will be constructed in the coming months.

### **Support Local Campaign:**

The collaboration between the DDA, Discover Ada, and the ABA has yielded the “Love Your Local” campaign. Discover Ada has assembled brand materials and developed marketing initiatives. We continue to advertise the campaign at the Farmers Market via sandwich boards and have added the hashtag to all of our social media posts. Discover Ada launched the landing page for the campaign website on July 14<sup>th</sup>. I have assembled a landing page of our own on our current website so there is congruence across the entities and will also begin forming the page on the new website. We intend to assist with some mailing items to increase exposure for the campaign with assistance from Discover Ada’s demographic analysis. We will begin coordinating a launch event for August-September.

### **Complete Streets Pilot Program**

The GVMC Complete Streets Workgroup completed an inspection and assessment on both Ada Drive X Bronson and Thornapple River Dr X Fase St. The Workgroup found both locations to be very good candidates for pilot installations. They acknowledged that KCRC is ultimately the authority that would permit these types of temporary projects and TJ Likens from KCRC collected all recommendations from the workgroup on the alterations for those intersections to improve pedestrian safety.

I was notified on Wednesday that the KCRC will not yet be able to give the approval for any pilot installation at the two subject intersections. He notes that Ada Drive and Bronson is not appropriate for an installation due to the turning radius of a 30 ft single unit truck. He does note that Fase and Thornapple River may be appropriate for a temporary installation that mimics additional curb bump-outs to reduce the distance a pedestrian must traverse to cross. I have provided the conclusion and update from KCRC below. Overall, I am not satisfied with their conclusion and will continue to push for these types of projects and also find a way to supplement our pedestrian safety with potential ordinance changes.

From TJ Likens Traffic and Safety Engineer KCRC:

*Ada & Bronson:*

- *We ran turning movements for a 30-foot single unit truck (SU-30)*
- *The right-turn radii appear to have been constructed for a SU-30 design vehicle or similar.*

- *Although in the field it appeared that we may have opportunity to narrow the curbs at this location, the existing layout is necessary to accommodate a SU-30 (see attached).*
- *KCRC would not further reduce the curb beyond what is necessary and existing to accommodate a SU-30.*
- *Therefore, a GVMC pilot project would not be appropriate at this location.*
- *See below for discussion on RRFB.*

#### *Thornapple River Drive (TRD) & Fase:*

- *We ran turning movements for a 30-foot single unit truck (SU-30).*
- *There is opportunity to narrow the curblines in this area.*
- *KCRC is still working on internal discussions between our Traffic & Safety, Engineering, and Maintenance departments.*
- *Although we can not green light a pilot at this time, we are working towards consideration of a pilot that would include pavement markings and flexible delineators to mimic a curb bump out to shorten the pedestrian crossing at this location.*
- *I will let you know as soon as I can if our departments sign off on this pilot.*

#### *RRFBs*

- *KCRC maintains our position that RRFB provide a false sense of security for pedestrians, and we are not prepared to permit such devices at this time.*
- *We are meeting with the GVMC regional standardization committee next week – midblock crossings (including RRFB) are our primary topic of current discussion.*
- *I met with our traffic signal equipment supplier this week to discuss available technologies for RRFB.*
  - *One of the topics was reviewing the Ada Drive at Bronson crossing, and possibly of radio communication to an upstream warning sign / beacon ahead of the RR bridge.*
  - *Similarly, we requested information on queue detection and warning sign possibilities at the Fase RR bridge.*

### **Ada Drive Irrigation**

Scott Risi of Thornapple Inc has made significant improvements to the irrigation and has noted that all beds in the DDA with irrigation, besides for those on Ada Drive between Bronson and Headley (subject to larger repair), are functional and providing water to the beds. We continue to monitor all beds and RRR updates us on Plant condition and insufficient zones at periodic maintenance visits. BFG has supplemented insufficient zones with hand watering.

We have been provided with the blueprints requested from Moore and Bruggink for the larger irrigation repair along Ada Drive. This will allow us to begin further planning and discussion for this capital improvement. This project has been slow moving given my other demands, however, I look forward to begin assessing the scale again with engineering and relevant entities. This will allow us to establish a schedule.



### **Ada Downtown Parking Plan**

Fishbeck continues to update Director Said and I of their progress on the parking plan. Currently they have completed parking space counts and mapped all parking assets in the subject area. They will be completing use counts on spaces on a Farmers Market Tuesday, a non-event weekday, and a weekend evening. We are beginning to move into the public engagement portion of our plan where Fishbeck will be coordinating in-person interviews with community stakeholders. We have recommended roughly 14 individuals from across diverse groups and positions amongst our boards and community stakeholders. Following these interviews Fishbeck will be arranging social media survey and also begin coordinating larger public engagement session open to the wider public. I have provided an additional Memo on relevant items for the DDA board including a Special Work Session.

# Ada Farmers Market July Report 2025

By Raquel Valverde

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## Market Overview

The Ada Farmers Market officially opened for the season on Tuesday, June 3rd. Our first two market days were a strong start, with an estimated average of between 150-200 attendees each day, according to foot traffic tracked by one of our dedicated volunteers. However, foot traffic saw a slight decline toward the end of the month. This may be attributed to extreme heat on the last two Tuesdays of June, as well as concerns about limited parking options.

## Parking & Construction Impact

Customer feedback has highlighted parking challenges, which have also been echoed by vendors. A likely contributor has been the ongoing construction at Ada Family Dental. Construction vehicles occupying key parking spaces created a strain on availability. Kevin Austin addressed this concern with Ryan Paulson, head of construction, and since then some improvements have been made, including keeping the driveway toward Thornapple free and encouraging construction workers to park along Thornapple Street rather than Headley Street. Kevin also reached out to Mike Ward, owner of Blimpie, to explore the possibility of using his parking lot as additional parking for the market. Unfortunately, that option didn't work out. While we weren't able to secure additional off-site parking, we've done our best to manage the situation with the resources available.

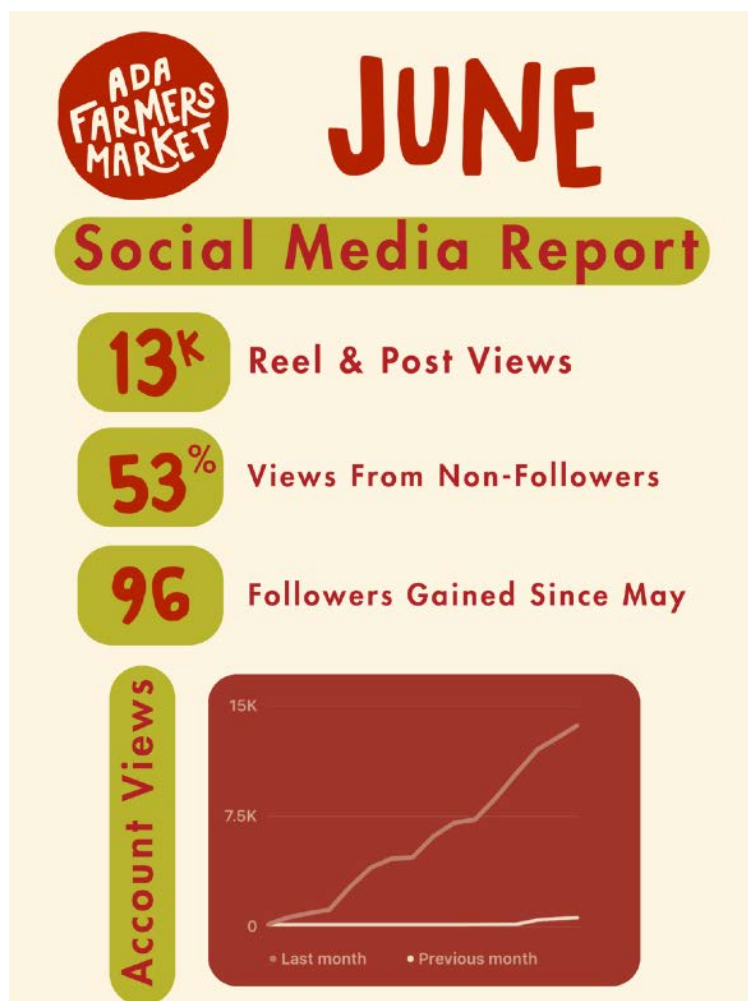
Looking ahead, the Township Hall is expected to undergo construction next year, which may further impact the current market location. Because of this, we're actively exploring potential new locations. Ideally, this move will result in a permanent and more accessible home for the market in the future.

## Volunteers & Operations

Our team of volunteers continues to be an essential part of the market's success. Their efforts during set-up and tear-down have been invaluable, helping everything run smoothly and efficiently each week. We truly couldn't do it without them, and their dedication is a key part of our operations.

## Marketing & Engagement

Cross-promotion efforts have been thriving. Community partners such as Revolve Cycling Studio, Ada Village Pharmacy, and The Lark have all engaged with our social media content. Ridgeview Farm's recent collaboration post also generated a lot of positive attention. This style of content has boosted both interaction and visibility; we've seen a steady increase in viewership and followers. Lauren, our Communications Intern, has put together an analytics report to showcase our online engagement growth.



## **Goodbye & Transition**

Lastly, I'd like to share that my last week as Market Manager will be the final week of July. This role has taught me so much, from community engagement to vendor coordination and communications, and I'm incredibly grateful for the opportunity to serve this community. While I'm sad to go, I feel that it's time for me to take the next step in my career. I will always carry this experience with me and am thankful to have been part of Ada Township.

The job position was officially posted on Friday, July 11th, and I have already shared it with several potential candidates. I truly hope that whoever steps into this role next will be a dedicated individual who will continue to grow the market and do great things for this community.



## **Township Manager Report for July 9, 2025**

**Submitted by Township Manager Julius Suchy**

### **Adacroft Watermain Yard Issue:**

Many of you will recall the issues with some residents' yards growing grass during the restoration of the three-phase watermain project, which spanned from 2020 to 2024. In September of 2023 the Township Board and CL Trucking approved a proposal from Lawn Doctor (\$23,502) to address the issue. The two entities shared the cost 50/50, and the board expected that this issue would be resolved and the Township would not undertake any additional work related to yard restoration.

Now, almost two years later, a small group of eleven property owners is still requesting improvements to the restoration. I have attached pictures of some of the yards from property owners who are still experiencing issues to my manager's report.

In speaking with Township Engineer Mr. Groenenboom, he anticipates that the cost to bring in topsoil and address the issues with these yards will be less than \$5,000. I am comfortable moving forward with trying to resolve this issue, but I want to inform the board and ensure they are comfortable with my approach. The project came in significantly under budget and the water fund can pay for this expense. If you have any questions or concerns about this, please bring them up at the board meeting or prior and I will try and address them.

### **A Big Thank you to Accountant Cassie Rodriguez:**

Ms. Rodriguez has submitted her resignation as Accountant effective July 25<sup>th</sup>. Her dedication and achievements to Ada Township are endless over her 23-year career with the Township. She has been a wealth of knowledge to me and made my tenure as Township Manager significantly smoother than if she were not in this position – I truly appreciated her insight and the background she provided on the issues Ada has dealt with. She will be missed, and we wish her the best in her next opportunity.

I will be working on updating the job description and posting the position. In the meantime, we are working with Robert Half to place a temporary employee with a payroll and finance background, aiming to make the transition from Ms. Rodriguez to a new employee easier.

### **Pettis Trail (Knapp Street to Cannonsburg Rd.) Update:**

Kent County will hold a public meeting with property owners along the trail in early August. They have sent out letters to property owners regarding the trail's impact on individual properties and any potential easement discussions.

The updated plan will have the trail run up the east side of Pettis Avenue to between 3 and 4 Mile Road, then cross Pettis Avenue to the west side of the road and continue to Cannonsburg Road. This change was due to issues with the right-of-way on the west side of Pettis Avenue.



#### **4<sup>th</sup> of July Celebration Success:**

A huge thank you to everyone who volunteered to help with the parade, kids' activities, the car show, and the fireworks show. The Township would not be able to hold this wonderful event without the great support of those that give their time on the holiday.

The 4<sup>th</sup> of July committee will be holding a recap meeting to discuss when it went well and what can be improved upon for next year. The event has continued to evolve over the past few years, and we will continue to try and find ways to improve it for residents.

#### **Revize Website Update:**

Staff have been working on updating the new website now that the training is complete. I will schedule meetings with all department heads before the go-live date to ensure everyone is comfortable with the new website layout and the content for their section of the site. The tentative go-live date is scheduled for late August.

#### **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:**

The BGU Committee meeting is scheduled for next week to review several accounts that have been run through the rate study scenario, aiming to gain a better understanding of the impact across different customer bases. Once the review is complete, the next steps will be discussed.

#### **Covered Bridge Park Groundbreaking Ceremony:**

Staff have been working with Katerberg Verhage on the planned schedule for construction later this fall, so that a groundbreaking ceremony can be planned to mark the start of construction. It is tentatively scheduled for the first week of September, and I will share a final date once it has been selected.

#### **2 Mile Road RAP Treatment Follow Up:**

In 2023, the Township approved a work order with the Kent County Road Commission to complete a RAP treatment on the entire road. The work resulted in fewer dust complaints; however, one section of the road appeared to deteriorate quickly after each grading event. I worked with the resident and the KCRC last year to identify alternative options that might extend the roadway's lifespan.

Last week, the KCRC pulverized/roto-tilled the entire road between Egypt Valley and Honey Creek. This allowed for better mixing of the road materials (gravel and recycled asphalt millings). They ground up the road in 7-foot-wide sections, and while this is not a normal process or routine fix that the KCRC undertakes, they are trying to find an alternative method to address the condition of the road on this stretch. The complaints were not widespread, but I have personally seen the conditions that the resident raised concerns about on several occasions. Staff will review the maintenance with the KCRC in the upcoming weeks to assess its effectiveness.

#### **Connecting Community Campaign Update:**

The Township will be sending an update to donors to inform them of the project's current status, share updated renderings and site plans, and provide the construction schedule from Katerberg Verhage.

**Out of the Office July 16 – 25:**

I will be out of the office beginning Wednesday, July 16th, and will return on Monday, July 28<sup>th</sup>. My family and I will be visiting family in the Czech Republic and Slovakia.

In the event of an emergency, I am available for a phone call and will check emails and texts throughout the day. This has not been an issue on previous trips, and all the locations I am planning to visit have good reception and internet connections.

**Township Board Meeting Video Recordings to be Placed on Website:**

The administrative committee met and discussed placing recordings of the Township Board meetings on the website. The Township already records the meetings to assist in the process of taking minutes.

The plan is to utilize YouTube to create an Ada Township page that will store the recordings, which will be linked through our new website. There may be a minor cost associated with a YouTube page that requires uploading large videos, but I need to verify that.

The plan is to present the Township Board with a policy for consideration that outlines the process for posting videos to the website, ensuring a clear understanding of expectations for both staff and residents. The administrative committee recommended posting the videos once the minutes for that meeting are approved at the next meeting. The timing of this process will be part of the policy that will be presented to the board at the August meeting.

**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.


**Committee Updates:**

- Administrative Committee: The committee has met for two months now with a regular monthly meeting. Some of the items have resulted in agenda items presented to the board and some have not. Here is a summary of some of the items discussed:
  - Meeting transcription services
  - Purchasing policy
  - Access to Board Meeting videos
  - Special Event Permits
  - Township Hall Next Steps
- Building, Grounds, Utility Committee: A meeting was held on June 25<sup>th</sup> to discuss the following items:
  - The Conservation Boardwalk Materials Testing Report
  - Spaulding St. Lift Station Failure & Recommendations
  - Potential upcoming change order for Covered Bridge Park project to replace sanitary sewer main under park area

The next meeting is scheduled for Monday, July 14<sup>th</sup>, to review the utility rate study with our consultant from Municipal Analytics.

- Public Safety Committee: No meeting is scheduled currently
- Trail Committee:
  - Committee Member Heather Alfonso has moved out of the Township and vacated her position on the committee. I will work with Supervisor Korth on a potential replacement.
- Personnel Committee: No meeting is scheduled currently

**Adacroft Yards**  
**May, 2025**

Jen Lutz 6145 Adacroft Dr. SE	
Amanda and Jake VandeZande 6159 Adacroft Dr	x
Marnie Szpieg 6065 Adaway Ct	



Nina Akalis  
507 Edgeworthe Dr.

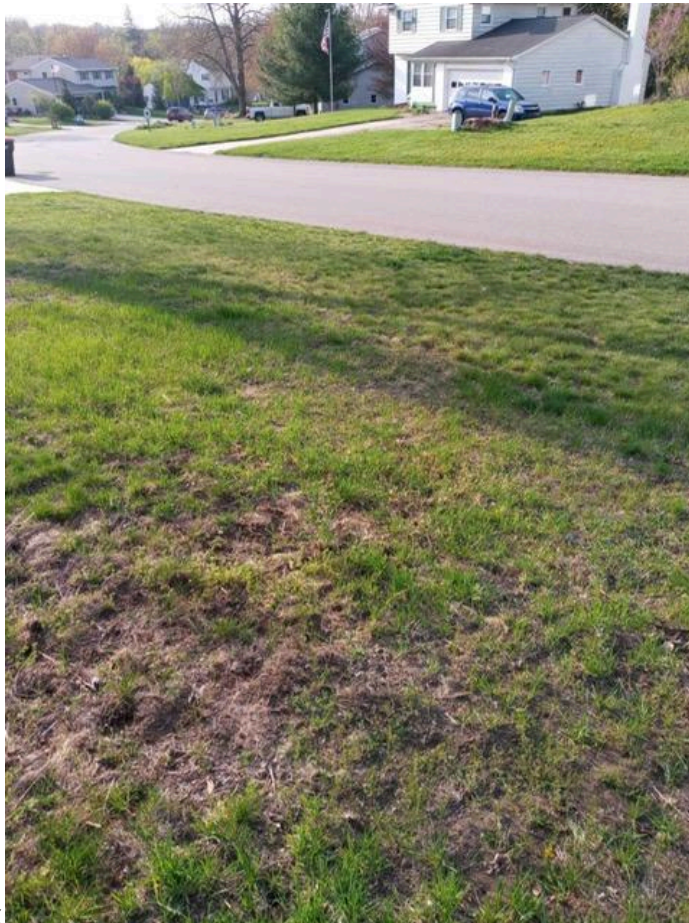


X





Tanya Paas  
6185 Adacrocft Dr



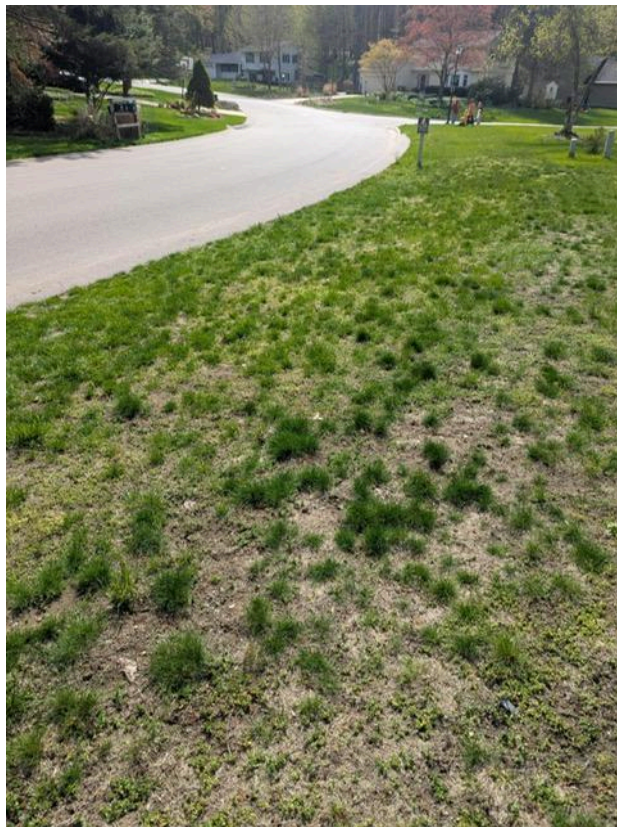
x





Lori and Joel Helder  
493 Adaway Ave





Oscar and Jill Elia  
6185 Scotthille

x

Johnathan Mahler  
565 Edgeworthe Dr.



x





Greg Hayes  
571 Adaway

X







Jesse and Hillary Tien  
6052 Adacraft

No photos available.

Susan Betz  
6249 Adacraft









## MEMORANDUM

Date: 07.07.25

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

### **Planning Commission**

#### **June 12 Meeting**

The following actions took place at the June 12 Planning Commission meeting:

- Approval of site plan request for accessory building in front yard at 2474 Grand River Dr. NE (A. Arnold). Request will also require a zoning variance, which will be reviewed at the August Zoning Board of Appeals meeting.
- Approval of the Final Planned Unit Development (PUD) for a commercial/warehouse storage facility at 4900 and 4920 Fulton Street (The Caves).
- Denial of a Planned Village Mixed Use (PVM) Development Plan Amendment with Departure to allow uplighting at 7210 Headley Street SE (Salhadar Holdings).

#### **June 24 Special Meeting**

The following actions took place at the June 24 Planning Commission Special Meeting:

- Approved recommendation (to the Township Board) to enter into a contract with Progressive Companies for the Township Zoning Ordinance Update. Zoning Ordinance Update proposals were received from Progressive and McKenna for Commission review, and representatives from Progressive and McKenna attended the meeting to provide presentations, and engage in question-and-answer sessions with the Planning Commission, prior to the Commission's final recommendation.

### **Zoning Board of Appeals**

#### **June 3 Meeting**

The following actions took place at the June 3 Zoning Board of Appeals meeting:

- Denial of a request for expansion of a non-conforming use, and for side yard setback variance, for a proposed addition to an existing building (contractor business in the RP-1 Zoning District), at 6365 Knapp St. NE (Klaes; Paragon Construction).
- Approval of front and side yard setback variances for restroom/maintenance building expansion and attached canopy; 7490 Thornapple River Dr. SE (Covered Bridge Park/Ada Township/Progressive Companies as applicant).
- Approval of a front yard setback variance for a proposed addition to attach a detached garage to the home at 7161 Conservation St. NE (Baas).



- Approval of a rear yard setback variance for a new home at 7390 Thornapple River Dr. SE (Growney).

### **Other Activities/Information**

#### **Zoning Ordinance Update**

As referenced above in the Planning Commission notes, two proposals were received in response to distribution of the Zoning Ordinance Update Request for Proposals (RFP). The Commission's recommendation of The Progressive Companies for this project will be considered by the Township Board at the July 14 meeting.

#### **Parking Plan (Downtown Area)**

Parking Plan consultant Fishbeck has begun completing inventories of the Downtown area parking supply as well as occupancy. More counts are anticipated for July and August. Staff is working with Fishbeck regarding planned interviews and public engagement parts of the project.

#### **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 received an inquiry from the KCCL regarding usage of their site, and potential adjustments to allowed shooting hours. These matters will be discussed with the Township's attorney for this matter and the Township Board at the July 14 meeting. The Township continues to await a ruling from Judge O'Hara after the May 20 court hearing; it is hoped that a ruling will be provided by the end of July. Finally, attorneys for the Township and KCCL continue to work to coordinate a site inspection by an independent gun range inspector.
- 2085 Shady Drive; Staff has been working with owner regarding removal of the accessory dwelling. Owner has been very communicative and Staff anticipates confirming removal of the accessory dwelling soon.
- 8831 Bailey Drive; Staff and a County Health Dept. representative met with the owner's attorney at the site on June 2. Progress is being made to address the remaining incomplete items regarding the accessory building violation.

#### **Additional Items**

In addition to the meetings/activities noted above, the Director attended the following Township meetings/events:

- June 5 Site visit from County Road Commission and other representatives to review pedestrian crossings in the Downtown area; effort coordinated through Downtown Development Authority.
- June 9 Township Board
- June 20 Beers at the Bridge (volunteer)

#### **Permit Activity**

Permit summary activity from Cascade Township for June is attached. Please note that 9 new home permits were issued in June. This represents nearly 41% of the yearly total for thus far in 2025.

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

07/01/2025

## ADA TWP CATEGORY REPORT

Category	Estimated Cost	Permit Fee	Number of Permits
<b>DECK</b>	<i>\$248,067</i>	<i>\$1,750.00</i>	10
<b>DEMOLITION</b>	<i>\$1,000</i>	<i>\$85.00</i>	1
<b>Detached Accessory Building</b>	<i>\$122,783</i>	<i>\$243.00</i>	1
<b>Res. Add/Alter/Repair</b>	<i>\$382,776</i>	<i>\$1,841.00</i>	5
<b>Res. Single Family</b>	<i>\$4,878,650</i>	<i>\$13,074.00</i>	9
<b>Residential - Other</b>	<i>\$138,089</i>	<i>\$535.00</i>	5
<b>Roofing</b>	<i>\$105,831</i>	<i>\$680.00</i>	8
<b>Sign</b>	<i>\$2,000</i>	<i>\$85.00</i>	1
<b>Totals</b>	<b><i>\$5,879,197</i></b>	<b><i>\$18,293.00</i></b>	40

**ADA TWP CATEGORY REPORT YTD**

Category	Estimated Cost	Permit Fee	Number of Permits
<b>Commercial, Add/Alter/Repair</b>	<i>\$5,667,166</i>	<i>\$30,018.00</i>	17
<b>Commercial, New Building</b>	<i>\$3,600,000</i>	<i>\$7,080.00</i>	1
<b>DECK</b>	<i>\$591,224</i>	<i>\$4,200.00</i>	24
<b>DEMOLITION</b>	<i>\$64,450</i>	<i>\$495.00</i>	6
<b>Detached Accessory Building</b>	<i>\$446,783</i>	<i>\$2,623.00</i>	7
<b>Res. Add/Alter/Repair</b>	<i>\$2,916,216</i>	<i>\$7,084.00</i>	32
<b>Res. Single Family</b>	<i>\$16,535,650</i>	<i>\$35,982.00</i>	22
<b>Residential - Other</b>	<i>\$276,038</i>	<i>\$1,210.00</i>	11
<b>Roofing</b>	<i>\$1,811,316</i>	<i>\$4,335.00</i>	51
<b>Roofing/Siding</b>	<i>\$12,600</i>	<i>\$85.00</i>	1
<b>Sign</b>	<i>\$13,000</i>	<i>\$340.00</i>	4
<b>Swimming Pool</b>	<i>\$220,500</i>	<i>\$525.00</i>	3
<b>Totals</b>	<b><i>\$32,154,943</i></b>	<b><i>\$93,977.00</i></b>	179



**Parks & Recreation Department  
Director's Report July 8<sup>th</sup>, 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 August 21<sup>st</sup> at 8:30am at the Roselle Park Resource Building.

**Administrative Items:**

- Throughout June, I worked closely with BFG staff on a recurring basis to support their operations during Director Brinks' long-term medical leave. Paul Bethke and Dave Rodgers played a key role in keeping our parks, preserves, and trails well-maintained and in helping us respond quickly to community concerns.
- I will be out of the office on vacation beginning July 25th and will return on August 4<sup>th</sup>.

**Special Events & Programs:**

- Department staff worked alongside our DDA Department on June 20<sup>th</sup> as we helped host *Beers at the Bridge* at Legacy Park. June's event went smoothly and we received positive feedback from many community members and volunteers throughout the evening. A note of thanks to DDA Director Kevin Austin & DDA Intern Rowan Armour for their diligent efforts and hard work.
- On July 3<sup>rd</sup> Parks & Recreation staff helped lead our annual children's bike decorating day at Ada Park in preparation for our 4<sup>th</sup> of July Bike Parade festivities.





- Parks and Recreation staff led in the planning and coordination of this year's 4<sup>th</sup> of July festivities for the Township. Several departments and individuals contributed to helping make this year a success. Our committee will reconvene to discuss how we can continue to enhance this event for the community.



- Our *Music on the Lawn* community concert series marches on with 3 performances scheduled for July featuring Bare Naked Vinyl, Nathan Walton & the Remedy, and The Frog King.




- We have coordinated a volunteer workday scheduled for Tuesday, July 22<sup>nd</sup> out at the Carl Creek Crossing Preserve. We will be working alongside EHTC team members and the Kent Conservation District to identify and remove invasive species as well as perform trail enhancement tasks.

**Ongoing Projects:**

- In our continued communication with Katerberg VerHage and Progressive Companies we have identified the first week of September as the time frame in which construction will begin on Covered Bridge Park. The goal is to complete the North Side of the park by December of 2025, and the South Side by June of 2026. A pre-construction meeting is scheduled for July 16<sup>th</sup> with a groundbreaking ceremony date still TBD. I will notify all board members when that date is solidified.
- Department Heads met on June 10<sup>th</sup> to continue to work on the new township website. We are finalizing the information and layout for each of our pages and looking forward to how this can better serve our departments and the community.
- I am meeting with contractors and collecting quotes for our capital parks projects this year which include new ballfield fencing at Ada Park along with the transfer of the stadium lights currently at Leonard Field to Ada Park. I intend to make a recommendation for contractors at the August Township Board Meeting.
- We are still awaiting the finalized signage to be installed by MetroSigns at Roselle Park, Legacy Park, and the Carl Creek Crossing Nature Preserve. Once those have been installed, I will share photos.
- I am continuing to gather information that will be helpful in shaping the PRLP's discussions around a future millage proposal for next year. This includes some history related to land preservation efforts and funding, other regional millage rates, and sample millage rates for our review.
- The Roselle Park playground enhancement gift has been received and is scheduled to begin installation shortly after the Labor Day holiday.

# Memo

To: Julius Suchy, Township Manager  
From: Stephanie Boerman, Assessor   
Date: July 7, 2025  
Re: Assessing Department Update

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Comments: Property questionnaires for the neighborhoods that we will be reviewing this year have been mailed to residents and we have received 32% of the questionnaires back. We are in the process of analyzing and entering data on those parcels as part of our summer field reviews process.

Sales studies have been completed by Kent County Equalization for period April 1, 2023 thru March 31, 2025. We are in the process of reviewing the study and will be submitting our contentions to Equalization this week.

We are preparing petitions to be submitted to the July Board of Review which is scheduled to meet on Tuesday July 22, 2025 @ 8:00 am.

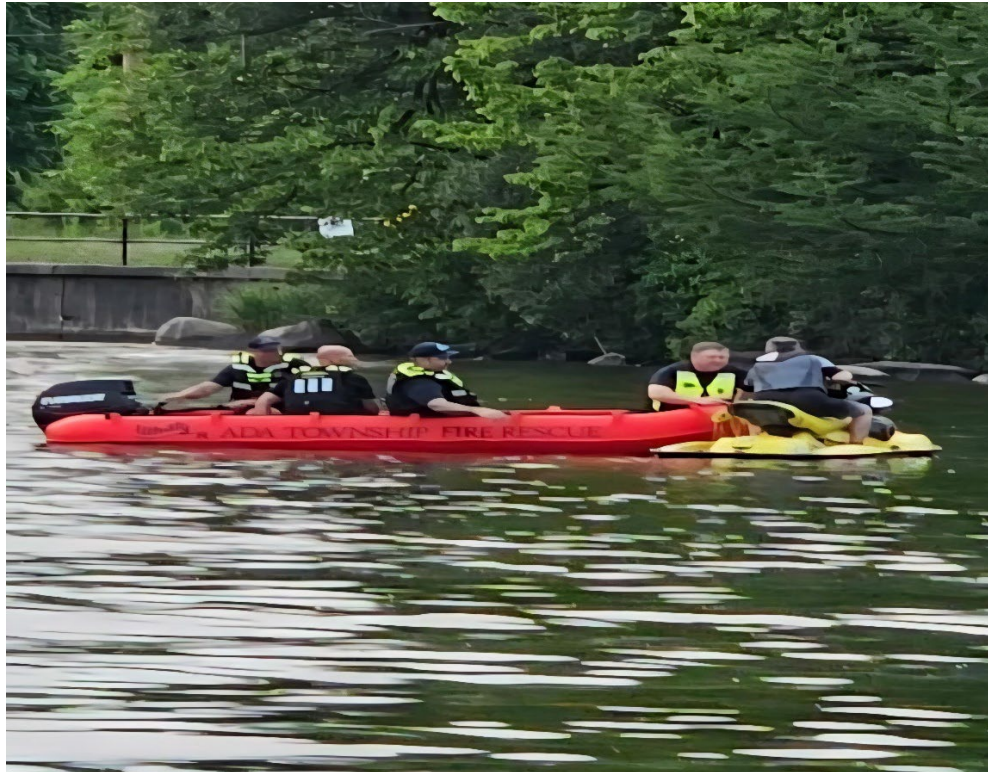
Below is an update on our active MTT cases:

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

Thanks



## Ada Township Fire Department



## June 2025 Activity Report



<b>Type</b>	<b>June</b>	<b>YTD</b>
Medical	26	172
Vehicle accident	6	43
Structure fire Ada	2	5
Auto aid	3	32
Grass/ illegal burn	1	8
Fire alarm	6	51
Service call/ assist	3	13
Good intent / odor/gas	2	11
Hazardous condition/ CO	2	12
Other calls / wires	1	17
Vehicle fire	0	2
Total	52	371

<b>Year</b>	<b>Month/June</b>	<b>YTD</b>
2025	52	371
2024	73	338
2015	46	298

<b>Auto aid</b>	<b>Received</b>	<b>Received</b>	<b>Given</b>	<b>Given</b>
Department	May	YTD	May	YTD
Cannon		3		1
Cascade	2	3	1	9
GR Twp				3
Grattan				1
Lowell			2	15
Plainfield				4
Total	2	7	3	33

#	Date	Location	Description	Detail	Shift	Time	#FF	Assist
320	6-1	5456 Ada Drive	Med 1	Medical	3	5:05	3	
321	6-1	945 Paradise Lake	Odor investigation	Rottem egg smell	4	11:42	2	
322	6-1	3434 Pettis	Fire alarm	Canceled	4	13:41	4	
323	6-2	8999 Vergennes	Med 1	Medical	3	5:16	5	
324	6-3	4905 Ada Drive	Odor investigation	Sewer problem	1	15:10	3	
325	6-3	8155 Conservation	Med 2	Medical	2	17:10	6	
326	6-4	1565 Cramton	Med 2	Medical	1	8:02	6	
327	6-5	1200Autumn Ridge	Fire alarm	Grill activated detector	2	18:10	1	
328	6-6	Grand River & Carl	Wires down	Across roadway	1	12:30	2	
329	6-6	Cascade & Spaulding	Vehicle accident	Two cars	2	18:58	6	
330	6-7	610 Steketee	Med 0	Medical	2	16:49	4	
331	6-7	2570 Red Clover	Citizens assist	Lock out	2	22:08	2	
332	6-8	1059 Greenwood Forest	Med 2	Medical	3	00:07	3	
333	6-8	7241 Driftwood	Illegal burn	Fire pit	4	13:02	2	
334	6-8	7119 Driftwood	Med 0	Medical	2	21:35	6	
335	6-10	1580 Lincoln Lake	Structure fire	Oven fire canceled	2	17:11	4	To Lowell
336	6-11	Fulton & Ada Drive	Vehicle accident	Two cars	2	18:44	6	
337	6-11	6677 Grand River	Med 2	Medical	2	19:01	2	
338	6-12	6215 Scarborough	CO alarm	False	2	18:10	2	
339	6-13	580 Alta Dale	Structure fire	Dryer fire	1	13:54	8	From Cascade
340	6-13	855 Maple Hill	Med 1	Medical	2	20:51	3	
341	6-14	4918 Fulton	Vehicle accident	I phone alert	4	12:58	4	
342	6-14	6385 Knapp	Vehicle accident	Car vs. bike	4	14:01	5	
343	6-15	7128 Fulton	Med 1	Medical	2	18:35	2	
344	6-15	5236 Knoll Pond	Med 1	Medical	2	23:21	2	
345	6-16	4843 Cascade	Vehicle accident	I phone alert	1	9:22	2	
346	6-17	5101 Spaulding Plaza	Med 1	Medical	2	18:47	2	
347	6-17	6534 Grand River	Med 1	Medical	2	21:10	1	
348	6-20	268 Greentree	Med 1	Medical	3	7:53	4	

#	Date	Location	Description	Detail	Shift	Time	# FF	Assist
349	6-21	1035 Spaulding	Fire alarm	Structure fire	3	3:29	10	From Cascade
350	6-21	413 E. Main	Structure fire	Equipment fire	4	10:05	4	To Lowell
351	6-21	330 Riders Trail	Med 0	Medical	4	14:33	2	
352	6-21	1415 Bally bunion Ct.	Fire alarm	System problems	4	15:29	4	To Cascade
353	6-22	1268 Winter Ridge Ct.	Med 1	Medical	3	6:02	2	
354	6-22	743 West Woodmeade	Fire alarm	False	4	15:41	3	
355	6-22	2894 Pettis	Med 1	Medical	2	18:40	5	
356	6-22	2894 Pettis	Citizens assist	Generator	2	19:38	5	
357	6-22	5060 Cascade	Med 1	Medical	2	20:00	4	
358	6-23	7128 Fulton	Med 1	Medical	1	15:41	3	
359	6-23	Rix & Ada Drive	Vehicle accident	Two cars	2	16:10	2	
360	6-23	306 Elm Street	Structure fire	Stove fire	2	19:17	3	
361	6-23	7128 Fulton	Med 1	Medical	2	19:39	3	
362	6-24	7272 Conservation	Med 1	Medical	2	18:09	2	
363	6-25	1255 Boynton Hills	CO alarm	Positive CO	1	8:55	2	
364	6-25	7100 Driftwood	Fire alarm	Canceled	1	9:58	3	
365	6-25	7131 Driftwood	Fire alarm	Canceled	1	14:17	3	
366	6-28	859 Byerly	Med 1	Medical	3	3:36	2	
367	6-28	9547 Downes	Med 1	Medical	3	6:59	2	
368	6-29	1087 Balsam Hills	Med 1	Canceled	4	10:03	2	
369	6-29	5500 Michigan	Med 1	Canceled	2	18:22	2	
370	6-29	478 Edgeworthe	Citizens assist	Lock out	2	21:56	2	
371	6-30	7430 Leonard	Med 1	Medical	1	12:27	3	

## **Water Rescue Training**

Our annual training on the river gave us the opportunity to help a stranded jet skier. As our team trained in the operation of our boat a local resident experienced some engine troubles, we were close and able to pull him back to shore.

Our team was covering the Grand Rapids Triathlon in the boat to assist any swimmers that may need assistance or a place to take a break while in the swimming portion.

## **Fire Training**

We had the opportunity to train in a home on Bronson Street provided by Let Us Builders. Although it was a hot night, crews trained on several different skills. Breaching walls to escape from a room, rescuing a downed firefighter that fell thru a weakened floor and chainsaw operations were just a few of the stations we covered. Dinner and popsicles were provided by Let Us at the end of the night.

## **End of School Celebrations**

Our team has made the rounds spraying kids as they celebrate the start of summer. We have visited a few camps and cooled down the crowds with a spray down of water. One soccer camp we visited had over 150 students, while a school summer camp had about 200 campers.

## **Beers at the Bridge**

Our team was present at this month's event providing traffic control for pedestrians at the Headley and River Street intersections. We were also available for any medical emergencies which there were none.



# Executive Director Report

Ada History Center – Kristen Wildes

June 2025

Week of June 2

- Display - private tour was given.
- Collections - worked with Gary on photo collection, Karey on new accessions and Marcie and Veronica on collections inventory. Had a lunch with the collections crew. Worked on boxing several books in fragile condition.
- Admin - Thornapple came and laid the sprinklers in our main entrance beds in preparation for planting. Coordinated with Aleisha on a few gardening matters. Prepped for Music on the Lawn and last softball game at Leonard Field. Helped Ethan from Parks with hosting that ball game. Met with Karey about volunteer coordination. Met with committee creating veterans memorial. Working with Barb on special campaign. Working on registrations and prep for dam tour on June 27. Scheduled visit from Boys & Girls Club in July. Working with St. Robert's to make a presentation in August. Working on initiative regarding veterans: September commemoration of the end of WWII called Greatest Generation. Working with two local businesses to provide images for their new offices. Ordered several new golf shirts from Fandangled for volunteers. Ordered a dozen children's t-shirts with our logo for a couple young volunteers and for sale in the gift shop. Working with Karen J on estimate and design for Frank H. book. Spoke with Township Clerk about a few cemetery matters. Connected with DDA Director about our tent at Beers at the Bridge. Hosted open hours with Karey and Mary.
- Publicity - with Liz F worked on and submitted July article for Our Home Ada magazine. Scheduled posts for June on Facebook and Instagram. Worked with Gary B on research for future posts. Working on informational historic panel for Roselle Park. Made posts about Music on the Lawn cancellation, Talk about Change about the townhall, and about the big tree at Leonard Park.

Week of June 9

- Display - picked up tall history kiosk from loaning to the office at the old Ada School.
- Collections - worked with Karey on new accessions and Marcie on collections inventory. Responded to two inquiries about donations to the collections.
- Admin - met with Karey about volunteer coordination. Prepared invitation to Aug 21 Volunteer Appreciation Ice Cream Social. Worked Tuesday open hours with Karey and Mary. Prepped materials for Music on the Lawn. Helped prep for and attended monthly board meeting. Worked extensively with Barb M. on grant writing for the special fundraising campaign. Continued working with committee for new Ada veteran's memorial. Continued processing registrations for the Ada dam tour. Working with Keith W. on booklets for the Vintage Baseball game.
- Publicity - made social posts about Ada News with Dr. Freeman and Ellen McMurray, about proper flag hanging for Flag Day, and for Father's Day. Submitted Liz F's article about Grief and Change to Our Home Ada magazine.

## Week of June 16

- Display - sent Roselle Park info panel into production with FastSigns.
- Collections - worked with Gary on photo collection, Karey on new accessions, Mary on obituaries etc, Veronica and Marcie on collections inventory. Received donation of items from DiVozzo.
- Admin - finalized registrations for the Ada dam tour. Met with fundraising committee. Working on grants for the special campaign with Barb. Worked open hours with Karey and Mary. Met with Karey about volunteer coordination. Met with Liz about several research matters. Met with newly formed education group about planning an in-classroom experience to offer to schools based on the fur trade. Prepped for and working Beers at the Bridge event. Tracking group planning for our 4th of July parade involvement. Picked up a dozen children's t-shirts for gift shop that have our logo in red/white/blue, they are entered into the credit card processor. Working with Dennis & Aleisha on requested access to the property for stump removal at Marilyn DeGood's house. Coordinated with Aleisha on sprinkler timing and mowing schedule. Working with programs/events committee on details for upcoming events.
- Publicity - made social posts about the new native planting going in, the catalpa tree in bloom, and Juneteenth. Created, compiled, and sent for editing the content of the upcoming newsletter. Working with Historical Society of MI and the Collins family on the Kreigh Collins article draft for fall Michigan History magazine. Prepared draft of July's Month@theMuseum draft to be emailed out next week. Working with Gary B. on future social media posts.

## Week of June 23

- Display - started working on next library display about Leonard Field. Scheduled installation with FastSigns for replacement of 7 of the 10 village historic panels. Working with Wesley and Julius on possible historic panels for the covered bridge park renovation.
- Collections - worked with Gary on photo collections, Marcie & Veronica on collections inventory.
- Admin - working with fundraising committee on updating the case for support and other campaign matters. Worked with Liz F on research and writing. Worked open hours with Jeanne. Met with programs/event committee. Prepped for Music on the Lawn and dam tour. Hosting 80 visitors to tour the dam this afternoon. Tracking plans for our 4th of July parade involvement. Working with Karen Johnson on memorial book for Frank Hoover. Continuing to plan for volunteer recognition ice cream social in August.
- Publicity - made social posts about CHANGE with the township hall and Gone But Not Forgotten about the Bradfield House. Prepped and emailed Month@theMuseum for July which included the newsletter. Newsletter - finalized content, had edited with Marian/Dale, prepared final draft with Keith, had printed, posted on website, will be mailed out this weekend. Griffin came for regular pest management. Sent out a logistics email to registered attendees of the dam tour. Met with Elizabeth for some social media projects this summer. Emailed schedule of July History Hounds lectures to our membership. Working with Gary B. on research. Working on content for upcoming AdaView. Created flyer for fur trade encampment, having edited. Posted walking tour and fur trade event on Facebook and our website.

## Week of June 30

- Display - created and installed new exhibit in our case at the library, about Leonard Field. Replacement signs have been installed at 7 of our 10 village historical panels! Working on coordination for the other 2 signs. Working with Wesley and Julius on possible signage about Leonard Field.
- Collections - worked with Karey on new accessions, and Veronica and Marcie on collections inventory.
- Admin - working with fundraising committee on special campaign including processing pledges and contributions. Worked Tuesday open hours with Karey. Met with Karey about volunteer coordination. Working with programs/events committee. Ordered new name tags for several volunteers. Continued work with Karen on the book in Frank's memory. Met with researcher doing work in the Lowell Ledger. Met with visitors/members from California. Prepared board reports for upcoming meeting.
- Publicity - working on material for upcoming AdaView. Scheduled a few social media posts ahead. Made posts about 4th of July closure, Ada Arts upcoming plein air event, 4th of July greetings. Printed flyer for fur trade encampment.



July 9, 2025

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

**RE: June 2025 Monthly Utility Report**

Dear Julius:

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

**UTILITY REPORT**

**Administrative**

- The June Monthly Operation Report (MOR) for the Grand Valley Estates water supply for the Michigan Department of Environment, Great Lakes, and Energy (EGLE) is filed on the EGLE portal.
- Coordinated work orders to change out water meters due to inaccessibility around houses or nearing the end of their lifespans.
- Completed and mailed the 2024 Consumer Confidence Reports.
- The 2025 Residential Cross Connection Program has begun; sent mailings to residents in the downtown area including Ada Moorings.
- Attended the BGU Committee meeting to discuss updates on pressure reducing valves.
- Attended the progress meeting for Hall Street project.

**Wastewater Operations**

- Conducted weekly routine lift station checks/maintenance.
- The Spaulding new pumps have arrived. The pumps will be installed once Consumers Energy updates the power source.
- Worked with crews on site for the Hall Street project.
- Worked with Parkway to repair the door to lift station cabinet at West Fulton/Rippling station.
- Kennedy Industries conducted routine maintenance and review of pumps/valves at Hall Street Lift Station.
- Homeowner enquired about sewer hookup at 1016 Maple Hill SE. Without an easement and tapping the sanitary — hook up is currently not possible.



## Water Operations

- Collected routine water bacteria samples.
- Completed routine Miss Digs in Ada Township and Grand Valley Estates.
- Replaced meter in pit for Fase Street irrigation.
- Adjust pressure reducing valve on Ada Drive at Ada Croft. Pressure was restored to normal operating levels.
- Worked with Ada Hotel on high pressure concerns.
- Received new chlorine for Grand Valley Estates well system.
- Worked with a water customer on Ada Drive to supply water to fill pond.
- Completed fire flow test at Spaulding and East Fulton with Total Fire Protection.
- Worked with contractors to gain access for cell upgrades on the Ada Drive water tower.
- Routine lead and copper sampling is underway for the 2025 sampling year for the Ada Township water supply and Grand Valley Estates well system.
- Updated the lead and copper sample plan to EGLE to remove homes that have been updated or demolished. Replaced with homes that are around the same age as previous.

## Emergency Calls/Out-of-scope

- Pressure reducing valve work at Bradfield and Ada Drive. Worked to keep higher pressure in the system daily by turning a bypass valve and setting up a hydrant relief at the end of Oxbow.
- Water service break at 1070 Dogwood Meadows Drive: curb box was broken. Excavated curb box down to the main to shut off water; repaired valve box with new extension and cap to grade.
- Lift station alarms at Cascade for lag pump call out as well as temperature and Spaulding due to power outage (communications with Consumers Energy), temperature, and foam issues.
- Power failure at Hall Street. Generator ran but would not shut off when line power was back in service. Manually transferred back to main line.

Sincerely,

**F&V OPERATIONS AND RESOURCE MANAGEMENT, INC.**



Stephanie M Kozal  
Grand Rapids Area Manager | Associate