



ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS
MONDAY, SEPTEMBER 13, 2021 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 August 9, 2021 Regular Meeting
- IV. Discuss and Approve Public Parking Sign Installation Proposal from Valley City Signs
- V. Consider Extension of Village Sidewalk and Ice Removal Contract with VanVossen Property Services
- VI. Discuss Schedule/Process for DDA Strategic Planning Process
- VII. Discuss the Creation of a DDA Specific Facebook/Social Media Account(s)
- VIII. Discuss Change to DDA Director's Schedule
- IX. Reports and Communications
 - a. DDA Financial Report, August 31, 2021
 - b. Director/Staff Reports
- X. Board Member Comment
- XI. Public Comment
- XII. Adjourn Meeting

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE AUGUST 9, 2021, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, August 9, 2021, at 8:00 a.m. at the Ada Township Hall, Assembly Room, 7330 Thornapple River Drive, Ada, MI.

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:00 a.m. by Chair, Bowersox.

BOARD MEMBERS PRESENT: Bowersox, Coe, Harrison, Leisman, Wright

BOARD MEMBERS ABSENT: Idema, Knapp, Norman, VanderWulp

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

PUBLIC PRESENT: none

II. APPROVAL OF AGENDA

Moved by Harrison, supported by Coe, to approve the agenda as presented. Motion carried 5-0, with 4 absent.

III. APPROVAL OF MINUTES OF THE JULY 12, 2021 REGULAR MEETING

Moved by Leisman, supported by Wright, to approve the July 12, 2021 minutes as presented. Motion carried 5-0, with 4 absent.

IV. APPROVAL OF SEYFERTH PR CONTRACT FOR EVENT PLANNING AND COORDINATION SERVICES FOR BEERS AT THE BRIDGE 2021

Stichman stated the process as in the past years is that we work with Seyferth PR to host the Beers at the Bridge event. Stichman said the estimated out of pocket cost to Seyferth is \$16,500 and Amway covers Seyferth's marketing and PR costs, but Amway will be moving away from covering the costs in upcoming years.

Wright asked what type of Covid restrictions are in place. Stichman stated there are no restrictions at the county or city level that require us to have precautions in place, but there will be hand washing stations and face masks available.

Stichman went over details on the items that Seyferth provides for the event, the names and types of sponsors, what their sponsorship provides, and advised the DDA that sponsorships received to date is \$11,750.

Harrison asked Stichman for a breakdown of costs; how much being covered by Amway and how much being covered by sponsorships.

Treasurer Moran shared that each event costs about \$20,000 in expenses. Moran stated that when they had the first meeting to discuss the event and since there is only one event this year instead of three, Amway offered to pay all of Seyferth's marketing and PR costs. Moran said all other costs are incurred by the township, Seyferth pays for them out of pocket and the township will reimburse Seyferth.

There was board discussion on costs for the event, overall revenue figures from beer and tshirt sales, the budgeted amount for a total of four events within a year, and the transition from Seyferth's roll in event planning over to Haley as new DDA Director and how it plays into next year's events.

Harrison shared concern and said he was not comfortable approving sight unseen reimbursement costs without seeing it line by line/itemized. Wright concurred with Harrison and stated if you were asking the DDA to approve a budgeting of \$16,500 is one thing, but if you are asking for the expenditure right now without a known bottom line/itemized cost is another.

Suchy clarified the request and said they are asking the DDA to approve the contract with an estimated number and the estimated number is already in the budget. Suchy stated when the event is over and we start receiving invoices they will still go in front of the township board for approval; invoices will be reviewed carefully with itemized details for all costs.

Moved by Harrison, supported by Wright, to approve the Seyferth PR contract for Event Planning and Coordination Services for Beers at the Bridge for 2021. Motion carried by roll call vote 5-0, with 4 absent.

V. APPROVAL OF RFP FOR A STRATEGIC PLANNING PROCESS

Stichman referred to the draft RFP included in the packet. The board reviewed the draft RFP and Harrison asked how much funds were budgeted for the process. Suchy said there were \$12,000 budgeted for the strategic planning process.

Wright and Leisman suggested some additions to the verbage on the first page and Stichman agreed to amend RFP before mailing.

Moved by Harrison, supported by Leisman, to approved the RFP, Request for Proposals for a Strategic Planning Process Design and Facilitation. Motion carried 5-0, with 4 absent.

VI. CONSIDER SCHEDULING A PUBLIC HEARING REGARDING ADDITIONAL MILLAGE RATE OF .0178 MILLS

Suchy stated the DDA and the township board have done a "Truth in Taxation" millage update the past couple years. Suchy explained that the county sends a breakdown from 2020 to 2021 where there is essentially a Headlee rollback and if we don't have a Headlee rollback there is a potential millage calculation fraction rollback based on what our taxable value went up by.

Suchy said staff recommends the DDA consider scheduling a public hearing for the additional millage rate at the next DDA meeting on September 13, 2021.

Suchy referred to Haley's memo that explains if a public hearing is not held regarding the proposed rate, the DDA millage rate will be required to be reduced, which would result in a reduction in revenue of \$3,477.

Leisman stated we need to consider having the public hearing to preserve our rights. Suchy stated he believes the township already meets the requirements under the Truth in Taxation but he is awaiting confirmation from our legal counsel. It is possible that a public hearing will not be necessary if they find that the township meets the requirements.

Moved by Leisman, supported by Coe, to approve the scheduling of a public hearing, contingent upon feedback/outcome from the county equalization director, regarding additional millage rate of .0178 mills at the next DDA meeting on September 13, 2021. Motion carried 5-0, with 4 absent.

VII. REVIEW AND COMMENT ON COMMUNITY REPORT & BUSINESS SURVEY

Stichman referred to the copy of the community report in the packet and said in 2019 we worked with Seyferth to create the report with the idea it would be updated on an annual basis and sent out to the DDA community. Stichman referred to the business response survey that Brian, previous DDA Director, created and said she made some changes for the DDA to review and share feedback. She would like to get the survey updated and send out with an updated community report in Spring 2022.

There was board discussion in support of updating the report and survey, establishing whether to send the survey out to DDA businesses and/or all community/residents, and the board was supportive of the idea to start on the report and survey as soon as possible in coordination with the strategic planning process.

Stichman stated she will update/refine the community report and business survey and bring back to the DDA board for approval.

VIII. REPORTS AND COMMUNICATIONS

a. DDA FINANCIAL REPORT, JULY 31, 2021

Stichman said there has not been much activity with DDA financial in July. She said that we received a few sponsorship dollars for Beer at the Bridge and some monies were issued to the farmers market manager.

b. DIRECTOR/STAFF REPORTS

Stichman shared information from her director's report that outlines a few updates:

The DDA has a total of 38 sponsors this year for Beers at the Bridge and \$11,750 in sponsorship revenue. The strategic planning process draft RFP was approved today and she will make suggested changes & proceed with mailing.

Stichman said she started attending the ABA board meetings and will be serving on some of the event committees to get a better understanding of the events for the township.

Stichman has registered for the conference of the Michigan Downtown Association (MDA) and will be reaching out to MDA members as well as the legislative committee to help keep a pulse on any actions/laws that would affect downtowns.

IX. BOARD MEMBER COMMENT

Wright asked if the new hotel will be a City Flats Hotel. Suchy stated it will not be a City Flats Hotel and is supposed to be a Hotel by Amway with plans to break ground in the fall.

Harrison thanked Stichman for including the departmental/administrative reports in the packet. He said they are very helpful and give you a broad view of what is going on in the community.

X. PUBLIC COMMENT - none

XI. ADJOURN MEETING

Moved by Harrison, supported by Wright, to adjourn meeting at 9:10 a.m. Motion carried.

Respectfully submitted:

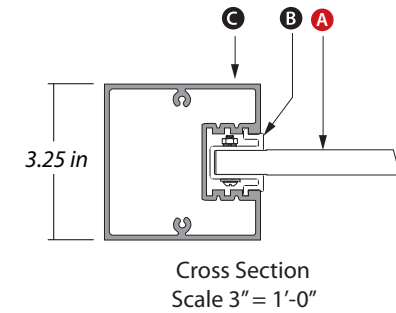
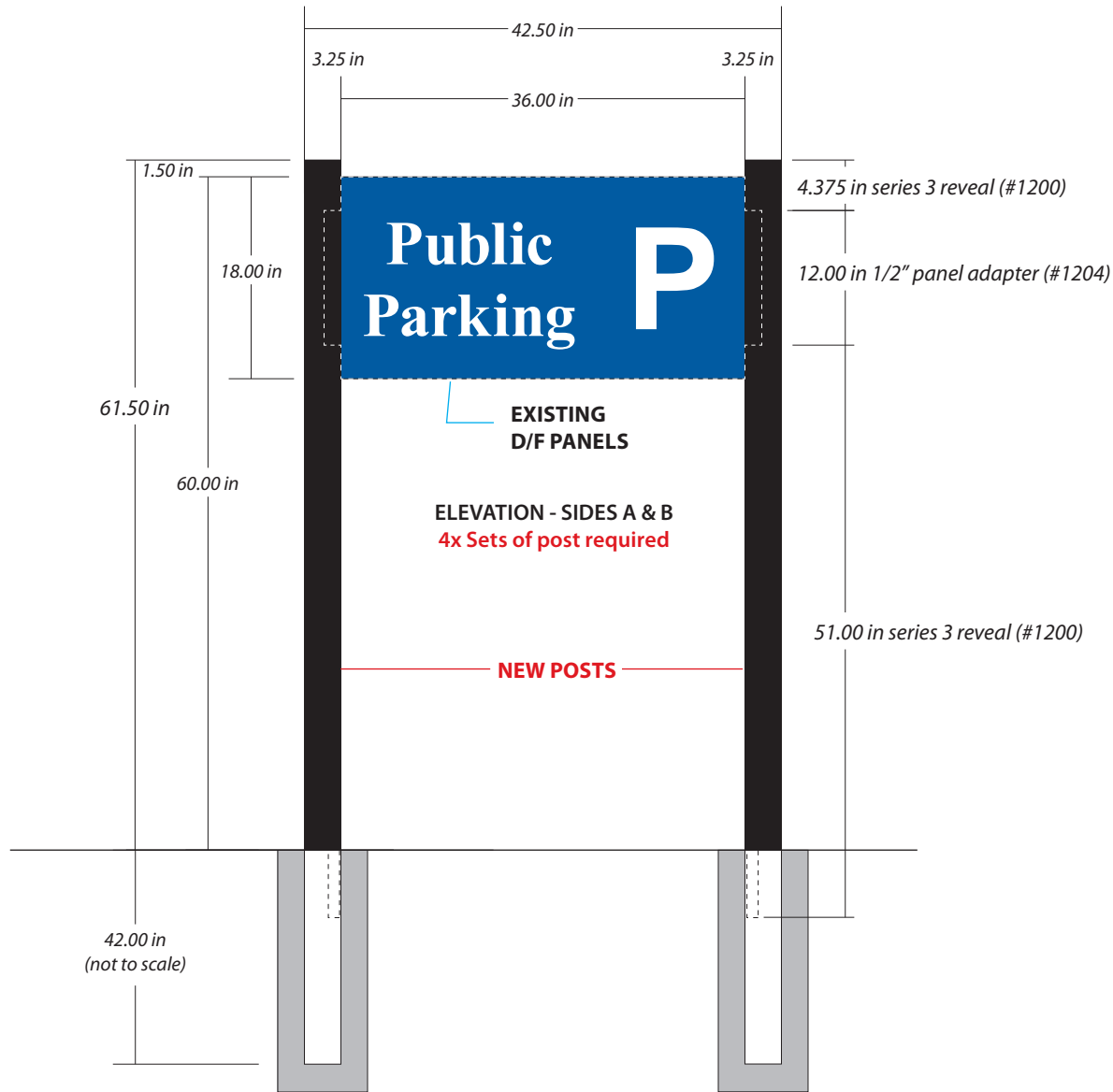
Devin Norman, Secretary

rs:eb



VALLEY CITY
SIGN





EXISTING CUSTOMER-PROVIDED PANELS:

- A** - .625" plastic panels
- Typefaces are Times New Roman Bold and Arial Bold
- Note:** panel will need to be milled down to .50" on extended lip of panel

NEW POSTS:

- B** - Panel adapter (#1204)
- C** - Series 3 - 3.1/4" Square Post (#1233) w/post cap (#5407), cut lip off from cap
- Series 2/3/4 reveal (#1200) required at top and bottom of post (see details left)
- Paint posts and caps MAP Black
- Install customer-provided panels into new posts

INSTALLATION:

- Direct bury 42"



DRAWING #176,288A

SCALE: 1" = 1'-0"

FOUR (4) POSTS REQUIRED FOR TWO (2) EXISTING SIGNS

PROJECT: **Ada Township**

PHOTOSCAN (S): **No**

DESIGNER: **JV**

DATE: **8.30.21**

REVISIONS: **JB**

HOURS: **.75 + .25**

SALES: **42(MC)**



5009 West River Drive | Comstock Park, MI 49321 | Ph 616.784.5711 | Fx 616.784.8280 | www.valleycitysign.com

CUSTOMER SIGNATURE: _____

DATE: _____

The designs, details and plans represented herein are the property of Valley City Sign; specifically developed for your personal use in connection with the project being planned for you by Valley City Sign. They are not to be shown to anyone outside of your organization, nor are they to be used, reproduced, exhibited or copied in any fashion whatsoever. All or any part of these designs (except registered trademarks) remain the property of Valley City Sign. Colors represented are being viewed by various web browsers, computer monitors and printers, therefore an exact representation of colors shown cannot be guaranteed via these methods. For true color matching, please request a material sample.

PROPERTY OF VALLEY CITY SIGN

Working Location: Ada Township
 7239 Thornapple River Drive
 Ada MI 49301

Ada Township
 7330 Thornapple River Drive
 Ada MI 49301

Contact: James Ferro
 Salesperson: Mary Cook
 Date: 9/2/2021

It is VALLEY CITY SIGN's pleasure to submit this quotation for the following:

Qty	Item Number	Drawing # / Description	Unit Price	Extended Price
2	POST & PANEL	176288A	385.00	\$770.00
	* Set of 3.25" Series One square painted post * Posts to be slotted to accept customer provided Public Parking panel * Custom locking strips on polymer panels and slide into post * Sintra caps on posts * Post to end about 3" from top of panel * Paint one (1x) color - Black * Direct bury			
1	INSTALLATION	Drawing not required	296.00	\$296.00
1	ADMINISTRATION FEE	For researching & obtaining permits	150.00	\$150.00
TERMS			Subtotal	\$1,216.00
CREDIT LINE			Permits	\$0.00
Net 30			Tax	\$46.20
NOTES			Total	\$1,262.20

Installation costs based upon normal conditions.

Pricing is valid for 90 days from date of quote, unless noted above.
 Message Systems pricing is valid for 30 days from date of quote.

I authorize Valley City Sign to fill out any application necessary to obtain a sign permit for this project.

By signing below, I agree to the attached terms and conditions, or as previously agreed to.

Name/Title

Signed By

Date

Working Location: Ada Township
7239 Thornapple River Drive

Quote QTE00041138

Ada Township
7330 Thornapple River Drive

Ada MI 49301

Ada MI 49301

Contact: James Ferro
Salesperson: Mary Cook
Date: 9/2/2021

Qty	Item Number	Drawing # / Description	Unit Price	Extended Price
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Purchase Order # (If a purchase order is not required, please enter "N/A")

Valley City Sign _____ 5009 West River Drive, Comstock Park, MI 49321 (616) 784-5711 Fax (616) 784-8280

VALLEY CITY SIGN – TERMS AND CONDITIONS

This purchase agreement is between Valley City Sign (the “Company”) and the original purchaser (the “Customer”) of the work. When both parties sign the quote, all provisions contained in this 4 page contract comprise the entire agreement affecting this order, and no other agreement or understanding of any nature concerning it will be considered. If the Company utilizes, without objection, purchase orders, bid requests, or other documents preferred by the Customer containing recitations, notations or other expressions of terms that conflict with and add to, or modify these terms and conditions, it does so for the convenience of both parties, and it is understood that such recitations, notations or other expressions are ineffective.

The person signing the quote shall have full and proper authority to bind the Customer.

It is agreed that this contract shall be construed according to the laws of the state of Michigan.

EXCLUSIVE WARRANTY

This is the exclusive warranty of the Company with respect to any and all of its products. This exclusive warranty is made to you, the original purchaser of the Company’s products.

Warranty is in effect from date of installation. If the Company is not installing, warranty is in effect from date of shipment.

The Company warrants to you as the original Customer that the Company’s products will be free from defects in materials and workmanship, under normal use and conditions, for one (1) year. This limited warranty excludes vandalism, misuse, or any act of God.

The Company warrants electronic message centers for one (1) year. In addition to the warranty provided by the Company, the Customer will be covered by any additional manufacturer’s warranty. The manufacturer warranties vary and are limited in coverage by the individual manufacturer or supplier. If the

Customer elects to purchase an extended parts warranty on message centers, refer to manufacturer’s warranty for specific warranty information. The Company will provide the Customer, on request by the Customer, the warranties of the message center manufacturer, and the Company will assist the Customer in dealing with the manufacturer, subject to the understanding that responsibilities for warranties for those items will be that only of the manufacturer.

The Company does not warrant vinyl placed on vehicle windows. The Company’s professional recommendation is to have them placed on the door or other vehicle panel. In the event the Customer insists on vehicle window placement, the Company will comply with the Customer’s wishes, and the Customer agrees that the product will not be included under the exclusive warranty.

This warranty does not cover damage resulting from vandalism, misuse, acts of God, or through the negligence or wrongdoing of the Customer, its employees, agents, or any persons. This warranty is void if the signage has been serviced or modified by any party other than an authorized representative of the Company.

There is no implied warranty of merchantability, and there is no warranty that extends beyond the period stated. The Company shall not be, under any circumstances, liable to the Customer for any indirect, incidental, consequential, or special damages or loss of profits, resulting from a breach of this contract, even if the Company has been advised of the possibility of such damages.

The Company hereby disclaims any and all other warranties, including, without limitation, implied warranties of merchantability and fitness for a particular purpose. The only warranty with respect to the Company’s products is described on this exclusive warranty. No oral or written representations shall extend the Company’s exclusive warranty beyond that described herein. In any event, the extent of the warranty shall not exceed the original contract amount.



VALLEY CITY SIGN – TERMS AND CONDITIONS

The Company shall not be liable for any incidental or consequential damages if the Company's product is defective or does not conform to this exclusive warranty. In any event, the maximum amount for which the Company shall be liable to the Customer will be the price of the product.

Any claim for breach of this exclusive warranty shall be brought, if at all, no later than one year from the date of the Company's breach.

WARRANTY PROCEDURES AND REMEDIES

The Customer must notify the Company of any warranty claim in order to initiate repairs on the defective product. The notice must include the date of the installation. Upon receipt of such notice, the Company will direct that an authorized representative inspect the product and, if necessary, correct the defect in accordance with this exclusive warranty. The Company shall be held harmless from any warranty related costs without prior written approval.

Provided that the warranty procedures are followed, the Company will repair and/or replace defective products during the applicable warranty period without charge for parts or labor, unless otherwise noted. Repair and/or replacement of defective products are the Customer's remedy under the Company's exclusive agreement.

After the Company's written approval, the Company may allow the Customer to arrange for necessary repairs covered by the warranty. The maximum hourly rate that will be paid by the Company is \$55.00 for warranty labor.

EXCAVATION AND INSTALLATION

When excavation is required, typical equipment used by our installation crew includes heavy equipment such as crane trucks and augers. Unless specified on your quote, pricing does not include special methods of excavation, such as hydrovac or hand digging.

With this typical equipment, detection of lines or other items below the surface is not possible. Therefore the Company will arrange for Miss Dig to mark the surrounding area where signage is to be installed. Items not marked by Miss Dig, such as underground sprinkling, drainage pipes, fiber optic, or other underground objects, are the responsibility of the Customer to mark. The Company will accept a site plan or similar document stating the detailed location of underground lines.

The Customer agrees that the Company is not liable for any inaccurate markings or areas not covered by Miss Dig. In the unlikely event an unmarked or mis-marked utility or any other underground object is hit or damaged during the excavation process, the Customer agrees and understands to indemnify, defend and hold harmless the Company and their representatives from any damages made to the underground utilities, underground objects, and the surrounding area, that is in any way connected with the excavating, augering, or any method used for the installation of the signage, except where due to negligence on the part of the Company.

All costs incurred for repairs, additional hours needed for installation, and any miscellaneous costs involved in repairing damaged underground lines is the responsibility of the Customer, unless the damage is due to negligence on the part of the Company.

The Company will assist the Customer by pursuing a claim through Miss Dig on behalf of the Customer for the underground utilities Miss Dig is responsible for in order that the Customer is reimbursed for expenses incurred.

If the Company or their representatives hit and damage a clearly marked and identified underground utility or other underground object, then the Company will be responsible for making all necessary repairs to fix the damage. Liability is limited to the underground utility or object itself and the immediate surrounding area.

While the company is careful on lawns and around landscaping, there are times when damage is unavoidable, especially when the ground is soft. The Company



VALLEY CITY SIGN – TERMS AND CONDITIONS

will take every precaution possible to avoid damage. In the event of unavoidable damage, the customer is responsible for all repairs to lawn, sidewalks and/or landscaping.

If other unseen difficulty arises during excavation, the Company will charge the Customer on a time and material basis for all necessary equipment and labor until excavation is complete.

The Customer is responsible for letting the Company know where to put the dirt from the base holes at the Customer's site.

PRICING, PAYMENT, AND OTHER TERMS

The Customer hereby acknowledges that the work is for signage unique and limited to the Customer's needs and requirements and that the work has no salvage value to the Company. As a result, this contract when accepted is not subject to cancellation. Price quotes are subject to revision where unforeseeable building site or job conditions are encountered. Unless otherwise noted, quotes assume work is done during ordinary working hours, Monday through Friday. Disposal of existing signs is not included unless otherwise provided.

After fabrication is started, no changes will be made or allowed unless ordered in writing and the price therefore adjusted and agreed upon in writing before proceeding with the changes, if such changes affect the price. If the Company considers shop drawings necessary, it will submit said drawings to the Customer for approval.

Refurbish prices are determined based on information known at the time of quote. If after opening sign, it is determined that additional work is necessary, the Customer will be notified of the additional charge, and will be responsible for payment thereof.

Installation prices are based upon normal conditions. Quote is subject to revision

where unknown soil conditions are encountered, I.E. high water table or buried obstructions.

Pricing does not include permitting, licensure or procurement fees, which will be added. Sales or use tax or gross receipts tax, if any, payable under the laws of the State where the property is to be delivered or installed as mentioned herein, shall be added to the price quoted, unless such tax is paid directly by the Customer.

Fifty (50) percent deposit is required on all orders, unless prior approved credit. The balance is due per the customer terms.

The Company at its option may invoice each item called for in the proposal separately upon completion or, if for reasons beyond its control completion is delayed, it may invoice for that portion of work completed during any given month.

Title to all materials and property covered by this proposal shall remain with the Company and shall never be deemed to constitute a part of the realty to which it may be attached until the purchase price is paid in full. The Company is given as express chattel mortgage lien upon said materials and property shall be annexed or attached to the realty.

All payments under the terms herein are due and payable in U.S. funds at the office of the Company. In case payment is not made as agreed, the Customer agrees to pay interest on past due payments from the time they are due at the rate of 1.12% per month.

In the event the Customer (a) defaults in the prompt and timely payment of the price in accordance with the terms of this contract, (b) makes any general assignment for the benefit of creditors; (c) files any petition for or is the subject of an involuntary petition filed for any relief under any bankruptcy or insolvency laws; or (d) breaches any other covenant or representation contained herein, the Company may, at its option, immediately terminate this contract upon notice to the Customer. In such event, the Company's obligations and responsibilities



VALLEY CITY SIGN – TERMS AND CONDITIONS

hereunder shall cease and the balance of the price shall be immediately due and payable. In addition, the Company shall have the right to pursue any and all other remedies available to it at law or in equity. The Company's waiver of any default on the part of the Customer shall not constitute a waiver of subsequent defaults.

In the event this contract is placed in the hands of an attorney for collection, or if collection is by suit, or through the Probate or Bankruptcy Court, in addition to the principal and interest owing thereon, attorney fees shall be added and paid for by the Customer.

The Company shall have all other rights and remedies as may be permitted under the Uniform Commercial Code adopted in Michigan, under other laws or this contract.

The Company assumes no responsibility for the plans, designs, specification or drawings furnished by the Customer and will not be responsible for errors found therein. The Customer hereby represents and warrants to the Company that the Customer owns or has the right to use any and all trade names, trademarks, insignia and/or other designs or logos included in the specifications for the sign and will indemnify, defend and hold the Company harmless from any alleged or actual infringement of any intellectual property rights of a third party (including without limitation, any claims, damages, attorneys fees and costs) with regard to the specifications provided by the Customer.

The Customer hereby covenants and agrees to refrain from using or permitting others to use the designs, drawings and specifications developed by Valley City Sign without the Company's prior written consent.

When it becomes necessary, due to a change in the Customer's plans, that completed or partially completed items are stored past the planned installation date, any and all extra costs for handling and storage will be charged to the Customer's account. In the event that size and weight of any item prohibits storage by the Company on its own property, the Customer must arrange for shipment immediately upon completion.

The Company will not be responsible for delays in shipments caused at rolling

mill or in transportation or by labor disputes or due to any and all circumstances beyond its reasonable control.

The Customer agrees to allow the Company to secure all necessary permits and variances from the building owner and/or others, whose permission is required for the installation of the sign. The Customer assumes all liability with regard to same and all liability, public and otherwise, for damages caused by the sign or due to it being on or attached to the premises. All costs related to permits, variances, and closing lanes incurred by the Company will be charged to the Customer.

All necessary electrical wiring, outlets and connections to the sign from the building meter and/or fuse panel will be properly fused and installed at the expense of the Customer.

The Company is not liable for any costs related to failure of the primary circuit from the distribution panel to the sign hook-up. Any damages relating from primary wiring problems, and the service call to determine such damages, are solely the responsibility of the Customer.

When quote is to remove old and re-install new signage, the Company will not be held liable for damage to existing structures, unless caused by its own negligence. Standard installation procedure is to caulk holes with silicone. Unless otherwise noted, installation does not include repairing or painting any wall or structure from which an existing sign is removed. Any other maintenance will be the responsibility of the Customer.

The rights and obligations hereunder may not be assigned by the parties without the other party's prior consent. This contract shall be binding on the parties hereto, their successors and permitted assigns. This contract constitutes the entire contract between the parties and may not be changed or modified, except in writing signed by both parties. This contract is entered into under and is to be construed in accordance with the laws of the state of Michigan. Any legal action or proceeding related to this contract shall be brought exclusively in a federal or state court of competent jurisdiction in Michigan and both parties agree to submit to the jurisdiction of such courts.





MEMORANDUM

Date: 9/13/21

TO: Ada Township DDA Board
FROM: Haley Stichman, DDA Director
RE: Extension of Village Sidewalk Snow and Ice Removal Contract with VanVossen Property Services

In 2020, VanVossen Property Services was awarded the Village Sidewalk Snow and Ice Removal contract through the bidding process. To extend this contract into the 2021-22 season, VanVossen would move forward with its standard 3% increase for its per push costs. All other costs would stay the same as outlined in the chart below. You'll see costs for the 2022-23 season as well because VanVossen typically desires a two-year contract.

VanVossen Property Services:

	2020-21	2021-22	2022-2023
Price Per Push	\$600.00	\$618.00	\$636.00
Windrow Removal Rate (hr.)	\$350.00	\$350.00	\$350.00
Ice Control Rate (hr.)	\$55.00	\$55.00	\$55.00
Ice Control Deicer Per Pound	\$0.75	\$0.75	\$0.75

Note: Standard 3% increase every year for per push costs.

For the 2020-21 season we incurred total costs of \$12,635. We requested snow windrow and piled snow removal through mid-February. No snow removal services were carried out in March and April.

With the 3% increase for per push costs, we can expect estimated total costs incurred to be \$12,851 for the 2021-21 season.

Recommendation:

Staff recommends extending VanVossen Property Services snow and ice removal contract for the per push price of \$618. Staff was satisfied with the service provided for the 2020-21 season and feels that VanVossen will be able to continue to meet the service level needed throughout the Village.

SIDEWALK SNOWPLOWING AGREEMENT BETWEEN THE
ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY
AND
VANVOSSEN PROPERTY SERVICES

This Agreement dated this 13th day of October 2020 is entered into by the Ada Township Downtown Development Authority, 7330 Thornapple Dr., Ada, Michigan, 49301, (hereinafter known as “the DDA”); and VanVossen Property Services, of 7120 Driftwood Dr. Ada, MI 49301 (hereinafter known as “Contractor”).

NOW THEREFORE, in consideration of the mutual promises contained herein, the parties agree as follows:

1. Acknowledged Facts. On September 16, 2020, the DDA issued a Request for Proposals for Snow and Ice Removal from Village Sidewalks (the “RFP”). The DDA chose Contractor as the successful bidder based on its proposal dated October 2, 2020. The RFP and this document entitled “Snowplowing Agreement” are collectively referred to as this “Agreement”.
2. Services. Contractor shall provide the snowplowing services as described in the RFP for the fee and in accordance with the other terms set forth in this Agreement.
3. Term. This Agreement is effective immediately and will remain in effect for one (1) winter season, through April 21, 2021.
4. Service Fee. The total price for Contractor’s services shall be \$600.00 per push for the period from today through April 21, 2021. Optional snow windrow removal from is \$350.00 per hour (as requested by DDA), Rates for application of calcium chloride ice control material as needed is \$55.00 per hour for personnel costs and \$0.75 per pound of deicer applied.
5. Payment Terms. Requests for payment shall be submitted monthly to the DDA. The first billing period shall be for the period ending November 30, 2020. Requests for payment shall itemize the dates of each snow removal event for which services were provided during the billing period. The DDA will pay each itemized payment request within 30 days after receipt.
6. Service Inspections. Following any snowfall of two inches or more, a representative designated by the DDA may inspect the snow removal service provided. This inspection must provide adequate time for clearing of the snow and must allow adequate response time after a snowfall reaches two inches. If these inspections show any condition which in the representative’s reasonable judgment renders the snow clearing service defective, a DDA representative may contact the Contractor immediately. A written notice documenting the defects will be provided at a later date. The Contractor’s failure to correct the deficiencies immediately to the satisfaction of the DDA’s inspector is a default under this Agreement that entitles the DDA to exercise its remedies as described in this Agreement.
7. Equipment and Labor. Contractor warrants that (a) all of its employees and equipment operators have, and will maintain during the term of this Agreement, all legally required licenses to operate vehicles and equipment to perform Contractor’s service, and (b) all of its employees have

received legally required MIOSHA and OSHA training regarding the safety procedures associated with the operation of the vehicles and equipment used to perform Contractor's services.

8. Fair Employment Practices. The Contractor acknowledges that the Township of Ada and the DDA are Equal Opportunity Providers and Employers. Contractor will comply with all applicable employment laws, including Equal Opportunity practices, and will not discriminate against any employee or applicant for employment to be hired in the performance of the contract with respect to hire, tenure, term, conditions, or privileges of employment, or any other matter directly or indirectly related to employment, because of sex, race, color, religion, nation origin, ancestry, handicap or any other basis prohibited by State or Federal law or regulations.

9. Professionalism. As this is a highly visible service to the community, the Contractor shall maintain a professional appearance and demeanor at all times, including when interacting with the staff, citizens, and businesses of the Township.

10. Insurance.

a. **Coverages.** At Contractor's expense, Contractor will maintain the following insurance coverages:

i. Commercial general liability insurance with minimum limits of \$1,000,000 per occurrence, \$2,000,000 general aggregate, for bodily injury, personal injury and property damage.

ii. Worker compensation insurance with statutory limits and employer liability coverage with minimum limits of \$500,000 per occurrence and in the aggregate.

iii. Automobile liability insurance covering all owned, non-owned and hired vehicles with at least a \$1,000,000 per accident limit for bodily injury and property damage.

iv. Property-damage insurance covering Contractor's equipment and other personal property used in connection with services provided under this Agreement, to the extent not covered by Contractor's automobile insurance.

v. Umbrella liability insurance with minimum limits of \$1,000,000 per occurrence.

b. **Liability Insurance Requirements.** All liability insurance required of Contractor must:

i. Name the DDA as an additional insured with the exception of professional liability insurance;

ii. Include contractual liability coverage to the extent allowed by the policy; and

iii. Be carried on an occurrence basis with the exception of professional liability insurance.

c. **Policy Duration.** Occurrence-based policies must be maintained from the date of this Agreement until the time that Contractor's services have been completely performed to the DDA's satisfaction. Claims-made policies must be maintained for that period and until all applicable statutes of limitations have expired.

d. **General Insurance Requirements.** Contractor is responsible for deductibles applicable to Contractor's required insurance. Contractor's insurance must:

i. Contain no self-insurance or co-insurance terms;

ii. Be primary, so that any Township or DDA insurance is excess, secondary, and non-contributing;

iii. Be written by carriers authorized to write insurance in Michigan and having at least an A rating in the most recently published version of A.M. Best Company Insurance Ratings;

iv. Be endorsed to provide that the policy will not be canceled or materially changed without 30 days written notice to the DDA;

e. **Insurance Waivers of Subrogation.** With the exception of professional liability insurance, each of Contractor's required insurance policies must waive all of insurer's subrogation rights with respect to losses payable under the policy.

f. **Additional Insured.** Contractor's liability, auto liability, and umbrella liability policies must name the Township and the DDA as additional insureds.

g. **Certificates of Insurance.** Before Contractor begins performing any services, Contractor must deliver to the DDA Certificates of Insurance for all of Contractor's required insurance. Contractor must deliver renewal certificates at least 30 days before each policy's expiration date.

11. **Indemnity.** Contractor agrees to indemnify and hold harmless the DDA, Ada Township, and their respective agents for bodily injury or damage to equipment that may result from the services rendered by Contractor.

12. **Property Damage and Repair.** Contractor agrees to replace or repair anything damaged as a result of Contractor's services. This includes, but is not limited to, turf, shrubbery, trees, benches, fences, and curbs. All repairs must meet the approval of the Township Manager or his designee, and shall be completed as soon as reasonably possible, weather permitting, but in no case later than May 15 of each contract year.

13. **Default and Remedies.** If Contractor fails to provide any of its services to the DDA's satisfaction, the DDA has all available remedies, including the right to terminate this agreement upon giving written notice to Contractor. If the DDA fails to pay any of Contractor's payment requests within 60 days after the request is made, Contractor may terminate this Agreement by giving written notice of termination.

14. Notices.

a. **General Requirements.** Any notice permitted or required under this Agreement must be in writing, have its postage prepaid by the sender, and for mailed or electronic mail delivery, must be addressed to the recipient as shown below or to the address most recently given by the recipient to the sender.

i. If to the DDA: Ada Township DDA PO Box 370, 7330 Thornapple River Dr. SE 49301

ii. If to Contractor: VanVossen Property Services 7120 Driftwood Dr. Ada, MI 49301

b. **Deemed Delivery.** Notice is deemed given upon the earliest of:

i. Actual receipt;

ii. Hand delivery in person;

iii. Three business days after being deposited in the United States first-class mail;

iv. One business day after being mailed by a nationally recognized private overnight mail or courier service such as FedEx or UPS for next business day delivery; or

v. The same business day the notice is sent by electronic mail if sent before 5:00 p.m. local time in the recipient's time zone (otherwise electronic mail notice is deemed given on the next business day).

15. Binding Effect. This Agreement shall bind the parties and their respective successors and assigns.

16. Headings. The headings of this Agreement are for purposes of reference only and shall not limit or define the meaning of any provision of the Agreement.

17. Entire Agreement. This Agreement constitutes the entire Agreement and understanding between the parties hereto relating to the plowing and removal of snow from sidewalks in the Ada DDA District by Contractor. No amendment, alteration or change shall be made except by written instrument approved by the Ada DDA Board and signed by authorized representatives of the DDA and the Contractor.

[Signatories are continued on the next page]

IN WITNESS WHEREOF, the parties have signed this Agreement on this _____ day of October, 2020.

[CONTRACTOR NAME], Contractor

By _____

Print Name: Alek VanVossen

Title: President

Date: _____, 2020

ADA Downtown Development Authority (DDA)

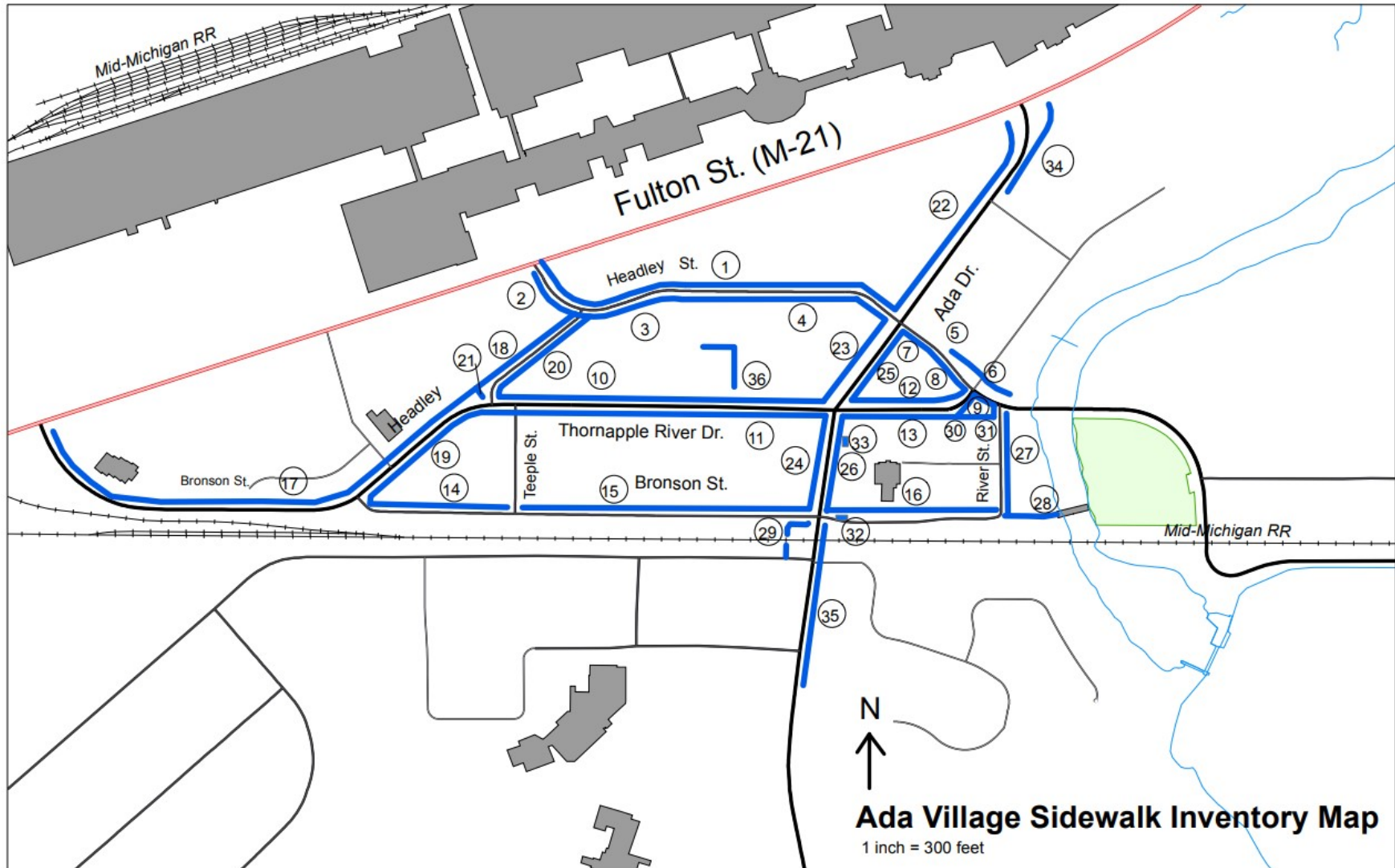
By _____

Print Name: Terry Bowersox

Title: Ada DDA Chairperson

Date: _____, 2020

EXHIBIT A
AREAS FOR SNOW PLOWING AND SNOW REMOVAL





**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY
REQUEST FOR PROPOSALS
STRATEGIC PLANNING PROCESS DESIGN AND FACILITATION**

OVERVIEW:

The Ada Township Downtown Development Authority (DDA) is requesting proposals from qualified consultants interested in designing and facilitating a strategic planning process for the Ada Downtown Development District. The DDA seeks to develop a strategic plan outlining a framework to move its initiatives forward over the next three – five years.

BACKGROUND:

Ada Township is a suburban community within the Grand Rapids metro area in West Michigan, located 11 miles east of downtown Grand Rapids. The Township's population is approximately 14,388. With approximately 300 households living within the Downtown Development Authority's development district.

The DDA was created in 2008 by Ada Township, and has the authority and capability to develop, finance, own and operate a variety of public improvements and programs intended to improve and enhance the DDA District. The Development District, which is included as Attachment A, is comprised of predominantly commercial and industrial-zoned lands along the Fulton Street (M-21) corridor within Ada Township boundaries, as well as the historic, traditional town center and adjacent neighborhood known as the Ada Village area. The DDA's work is directed by its Development Plan and Tax Increment Financing Plan, which identifies the public improvement projects the DDA proposes to undertake in the future, and the means by which those projects could be financed.

The Ada Township village area is an unincorporated, small, traditional business district and surrounding residential neighborhood, located at the confluence of the Grand and Thornapple Rivers. The village borders State Highway M-21, a major commuting route to the City of Grand Rapids to the west. Portions of the business district adjoining the highway corridor are suburban and auto-oriented in form and appearance, while the historic portion of the business district centered on the Thornapple River Dr./Ada Dr. intersection has small-scale, urban form. On the opposite side of M-21 from the village are the World Headquarters and manufacturing facilities of Amway Corp., with 2.9 million square feet of manufacturing, office and distribution space on 300 acres, with 2,000+ employees on the campus.

Previous Planning Efforts

In 2013, the Ada Township DDA, with assistance of a consultant team, conducted the Envision Ada planning process for the Ada Village area. With significant involvement from the public, a plan for redevelopment of major portions of the Village was developed. The Envision Ada Plan included recommended street system changes in the Village, areas for residential, commercial and mixed-use development in the Village, and public amenity improvements. This community vision led to the reconstruction of major thoroughfares in the downtown as well as a new River Front Park and Library/Community Center that are now both complete. Construction in the Village began in 2015, seeking to expand retail, residential and restaurant offerings while showcasing the community's natural resources and creating a more walkable community. The Ada Village area is now a mixture of the new redeveloped downtown, that came out of the Envision Ada plan, and the historic portion of the downtown. More information can be found at: <http://adamichigan.org/village>.

Additionally, Ada Township underwent a strategic planning process in 2018. The DDA Strategic Plan would be separate from the Ada Township plan, however, it will be important to maintain a strong connection between the two plans.

DESIRED STRATEGIC PLANNING OUTCOMES:

An integral part of the strategic planning process will be determining a community vision for the development district. The Scope of Work should clearly articulate the public participation process and use of these community resources. The following outcomes are identified to provide guidance to the responding firms regarding the Authority's expectations for this process. The selected firm will recommend detailed strategies to assist the DDA in achieving these goals. The DDA's estimated budget for consulting services described below is \$12,000. This estimated budget is not intended to represent a cap for the desired scope of work. The DDA will consider all proposals equally.

- Perform a S.W.O.T Analysis
- Identify a process and schedule for engaging key stakeholders in the development of the strategic plan, may include workshops, focus groups, etc. Among the stakeholders that should be engaged are, but not limited to, the following:
 - DDA and Township Board Members
 - DDA Development Area Citizens Council
 - Local Business Owners
 - Residents within the Development District
 - Representatives from local civic/faith communities
 - Ada Historical Society
 - Kent District Library
 - Ada Business Association
 - Other public/private partnerships
- Define an organizational mission and vision that aligns with the DDA's priorities and goals
- Identify what the business community expects from the DDA
- Focus on a limited number of achievable initiatives

- Identify what the DDA wants to accomplish over the next three – five years
- Identify both the positive and negative external forces that influence the local community
- Include use of web and social media to communicate with stakeholders and facilitate ongoing dialogue within the community regarding the development of the plan

PROPOSAL REQUIREMENTS:

Proposal Format and Content

At a minimum, each proposal submitted in response to this RFP shall include the following information:

- I. **Firm History-** Name and background of the firm, including corporate structure, years in business, services provided and number of employees. This information shall also be provided for subconsultants, if any, to be engaged.
- II. **Personnel-** Include resumes of key staff to be assigned to this project, their respective roles and approximate percent of time each would be involved in the project.
- III. **Relevant Experience-** Identify and describe the relevant experience of the consultant firm and any subconsultants that will be utilized in the development of the strategic plan. Provide at least two (2) sample projects with comparable scopes.
- IV. **Project Approach and Scope of Work-** Provide the technical approach recommended to accomplish the required work. Include tasks, methodologies, and a description of the client/stakeholder involvement in the process. The process required to create the Strategic Plan shall include an extensive effort to involve and inform the citizens, businesses, and interest groups in Ada Township of the planning initiative. Please include specific steps that will be taken to determine the community vision. The Scope of Work shall clearly identify any tasks that require participation or assistance from the Township/DDA.
- V. **References-** Provide a minimum of three (3) municipal references for similar projects performed within the past five (5) years.
- VI. **Project Schedule-** Provide a project timeline that includes key meetings, tasks and deliverables.
- VII. **Fees-** Provide a cost proposal, including hourly rate structure, must be submitted in a separate sealed envelope and clearly labeled “Cost Proposal”.

Submittal and Due Date

Five (5) copies of the proposal, not exceeding 20 pages, plus a PDF version on a flash drive, shall be submitted at the office of the Ada Township Downtown Development Authority, 7330 Thornapple River Dr. SE, PO Box 370, Ada, MI 49301 no later than September 20, at 5:00 p.m.

Proposals shall be submitted in a sealed envelope displaying the bidder's name and labelled: **Strategic Planning Process Bid.**

Proposals received after the date and time specified above will not be considered. No proposal may be withdrawn after opening for a period of thirty (30) days.

The 9-Member DDA Board or a Committee thereof will evaluate proposals received, conduct interviews with selected finalist and select the candidate with which to negotiate a contract for the project.

Anticipated Schedule

August 30, 2021	Distribution of RFP to selected firms
September 20, 2021	Proposals Due
September 21, 2021	Distribution of Proposals to Review Committee
September 22 – September 29, 2021	Review Committee to Select Short Listed Firms
October 11, 2021	DDA Board Approval of Candidates for Interviews
October 18 – October 22, 2021	Interviews Held with Short Listed Firms
November 8, 2021	DDA Board Meeting to Select Preferred Firm
November 9-November 12, 2021	Complete Contract Negotiations
December 13, 2021	Contract Approved by DDA Board

ALTERNATES OR ADDENDUMS:

Explanations desired by a prospective bidder shall be requested in writing to the Ada Township DDA, and if explanations are necessary, a reply shall be made in the form of an Addendum, a copy of which will be forwarded to each bidder. Every request for such explanation shall be in writing and addressed to:

Haley Stichman, DDA Director
Ada Township DDA
PO Box 370, Ada, MI 49301
hstichman@adatownshipmi.com

REJECTION OF BIDS:

The Ada Township DDA reserves the right to reject any or all bids, in part or in their entirety, or to waive any informality or defect in any bid, or to accept any bid which, in its opinion, is deemed most advantageous to the Ada Township DDA.

NON-DISCRIMINATION:

Ada Township's consultants shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight or marital status, or disability that is unrelated to the individual's ability to perform the duties of a particular job or position.

The vendor shall observe and comply with all applicable federal, state and local laws, ordinances, rules and regulations which shall be deemed to include, but not be limited to, the Elliot-Larsen Civil Rights Act and the Persons with Disabilities Civil Rights Act.

FREEDOM OF INFORMATION ACT:

Information submitted in this bid is subject to the Michigan Freedom of Information Act and may not be held in confidence after the bid is opened. The bid will be available for review after staff has evaluated it, or fifteen (15) business days after the opening date, whichever comes first.

WITHDRAWAL:

A bid may be withdrawn in person or by written request prior to the time specified for opening the bids.



MEMORANDUM

Date: 09/08/21

TO: Ada Township DDA Board
FROM: Haley Stichman, DDA Director
RE: Discuss the Creation of a DDA Specific Facebook/Social Media Account(s)

The Township currently has one Facebook and Instagram account, which limits the DDA's ability to post information that promotes specific downtown businesses. This matter has been a topic of conversation with other Township staff and has come up recently as Michigan Software Labs asked us to share its open house event on Facebook. This isn't currently something that we can share from the Ada Village page, but is a perfect example of how we could better support business if a DDA specific Facebook page was created. A specific account would also give the DDA more of an online presence to provide the community with an opportunity to learn more about the DDA. Attached you'll find examples of how other similar communities utilize their Downtown specific Facebook pages.

Recommendation:

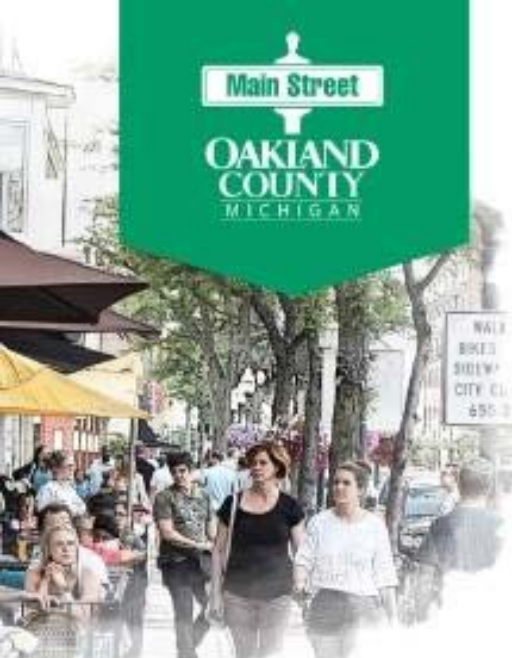
Staff recommends that DDA specific social media accounts are created as a means to better support the businesses located within the development district. There is \$35,000 in the budget for a marketing/promotion consultant. The DDA could use these funds now to work with a consultant to develop a social media plan or choose to incorporate this into the strategic planning process and then use the funds to implement this specific aspect of the strategic plan.



Royal Oak

Life Now Playing





Royal Oak Downtown
Development Authority
Tuesday Lunch
& Learn Series



SELLING AND CUSTOMER SERVICE

ROYAL OAK DOWNTOWN DOLLARS

downtownroyaloak.org



Royal Oak
DOWNTOWN
DEVELOPMENT AUTHORITY

ROYAL OAK RESTAURANT WEEK

Friday March 1, 2019 - Sunday, March 10, 2019

25 RESTAURANTS
3-COURSE MEAL FOR \$15 - \$35

IN PARTNERSHIP WITH

Tito's





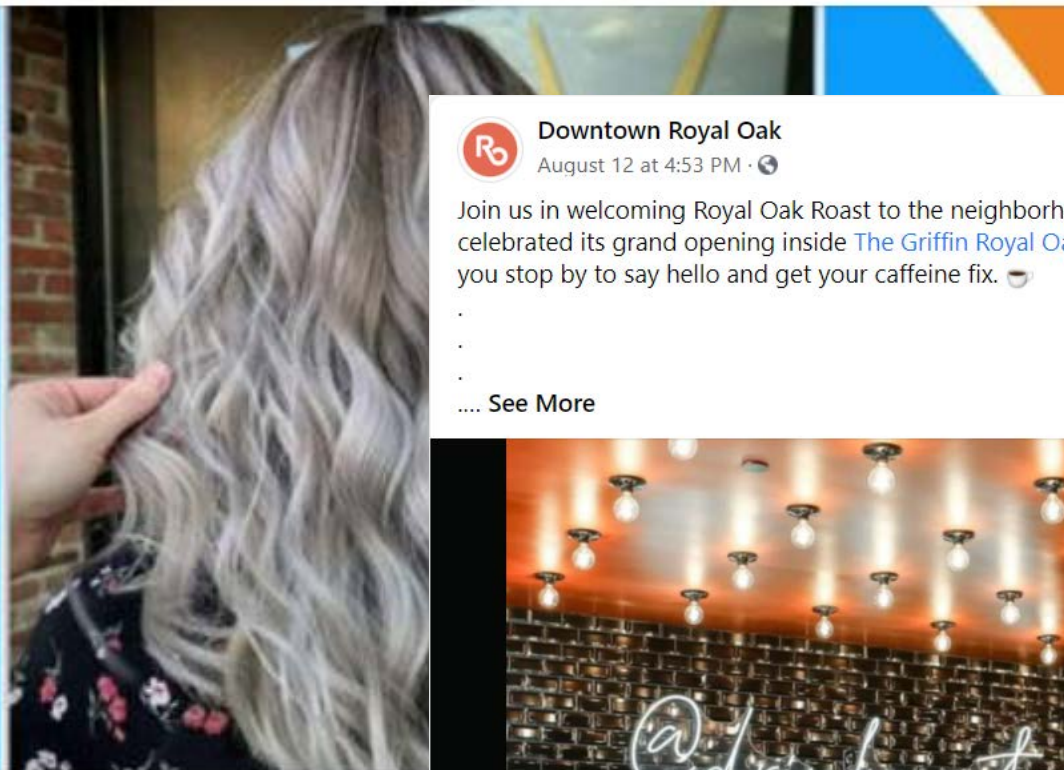
Downtown Royal Oak

August 9 at 12:38 PM · 🌐

Last week local salon [Mint Hair Crafting](#) was featured on [Live in the D](#) to talk about why so many people are choosing to color their hair as a form of self-expression. If you're wanting to switch up your next hairstyle, check out Mint Hair Crafting for a vibrant and bold look. Check out the whole segment below!

<https://www.clickondetroit.com/.../now-is-the-time-to-.../>

.... See More



Now is the time to try out a bold hairstyle. You can join the vibrant hair trend.



Downtown Royal Oak

August 27 at 2:11 PM · 🌐

Has your summer schedule been filled to the brim? You deserve a break! Before the season is over, plan an unplanned day downtown: Take it easy by strolling around local shops, treating yourself to a spa day, or sipping iced coffee on a patio.

#royaloak #downtownroyaloak #royaloakmi #downtownro #visitroyaloak #downtown #summerbucketlist #summertime #michigansummer #supportlocal



Downtown Royal Oak

August 12 at 4:53 PM · 🌐

Join us in welcoming Royal Oak Roast to the neighborhood! The new coffee shop celebrated its grand opening inside [The Griffin Royal Oak](#) last week, so make sure you stop by to say hello and get your caffeine fix. ☕

.... See More



Downtown Royal Oak

August 6 at 3:25 PM · 🌐

Nothing screams summer like fresh produce from the Royal Oak Farmers Market. Stop by tomorrow for the weekly market, carrying everything from fruit and vegetables, to plants, to home and beauty supplies.

.... See More





ANNUAL SIDEWALK SALES

SHOP EARLY BEFORE ALL THE DEALS ARE GONE!

WASHINGTON AVE
BETWEEN HARBOR DRIVE
AND THIRD STREETCENTERTOWN
SIDEWALKS IN FRONT
OF PARTICIPATING
BUSINESSES

AUGUST 20TH - 9AM TO 7PM

+

AUGUST 21ST - 9AM TO 5PM

PARTICIPATING RESTAURANTS

BODHI TREE JUICE CO - Vegan & Gluten Free Mac N' Cheese

1115 Washington Ave, Grand Haven, MI 49417

KIRBY HOUSE - Five Cheese Penne Pasta

2 Washington Ave, Grand Haven, MI 49417

MORNING STAR CAFE - Green Chili Macaroni & Cheese

711 Washington Ave, Grand Haven, MI 49417

PORTO BELLO RESTAURANT - 5 Cheese Meaty, Beer, Macaroni & Cheese

41 Washington Ave, Grand Haven, MI 49417

RIGHTEOUS CUISINE - Loaded Mac and Cheese

211 N 7th St, Grand Haven, MI 49417

TOASTED PICKLE - "Toasted" Mac Bites

112 Washington Ave, Grand Haven, MI 49417

IDLE HOUR - Diner Style Mac N' Cheese

213 W Savidge St, Spring Lake, MI 49456

OLD BOYS' BREWHOUSE - OBB Macaroni & Cheese

971 W Savidge St, Spring Lake, MI 49456

STAN'S BAR - Smoke N Stan's Mac N Cheese

208 W Savidge St, Spring Lake, MI 49456

TED'S - Buffalo Chicken Mac

14977 Cleveland St, Spring Lake, MI 49456



Grand Haven Main Street 2021 Banner Program



Grand Haven Main Street is proud to partner with the City of Grand Haven and our local landmark business Marushka for our 2021 Banner Program.

Join us as we celebrate Marushka's 50th anniversary in style by showcasing one of their colorful prints for your business, family, or organization. These prints will be displayed throughout Grand Haven's Downtown, Centertown, and Eastown corridors, with the goal of raising funds to continue to support the beautification efforts of Grand Haven Main Street. These funds help us in creating and maintaining a vibrant historic shopping district, which serves as the heart of our community.

Your sponsorship will be used to ensure our program continues to strengthen the economic health of our community's heart through quality design elements (like our flower planters, lighting and décor), strategic special events throughout the entire year.

Request a banner for \$250. Banner Orders will be due by April 23, 2021.

Please fill out the order form and return to Grand Haven City Hall or you can drop it off with payment to the Treasury Department or



GRAND HAVEN MAIN STREET presents



February 13 - 20

Vote for your
favorite!

- Lane Smith/Roger Hordyk - Located @ Marushka
- Pinewood Place Girls - Located @ MacKite (in Window)
- Village of Spring Lake - Located @ Great Harvest Bread Co
- The Frosty Flakes (Snowman Bernie) - Located @ Corner of First & Washington (Kilwins)
- Team Fortinos - Located @ Fortinos
- Tri Cities Garden Club - Located @ Tiaquepaque
- Snowbodies 3 (Hearst) - Located @ Corner of Second & Washington (Hostetter's)
- Snowbodies 4 (Public Works) - Located @ Corner of Second & Washington (Buffalo Bob's)
- Snowbodies 1 (Michigan State University) - Located @ Corner of Second & Washington (Museum)
- Snowbodies 2 (Public Safety) - Located @ Corner of Second & Washington (Gallery Uptown)
- Borri's Shoes - Located @ Borri's Shoes
- 103.5 WAWL - Located @ Mid-Block Jumpin' Java Crosswalk
- Team St Mary's School - Located @ Carini & Co
- Covenant Life Church Kids - Located @ Jumpin' Java
- Lakeshore Middle School - Located @ Gills
- Snappy the Lark Snowman - Located @ Lark

#ShopSmall #ShopLocal #ShopGrandHavenMainStreet



Grand Haven Main Street
June 12 · 🌐

So happy to have [Aldea Coffee](#) right downtown! The new space is outstanding, and we couldn't be happier for this new and exciting endeavor!

Be sure to stop by and check out the space for yourself!

[#SupportSmallBusiness...](#) See More



Grand Haven Main Street
June 2 · 🌐

Come check out a new awesome play area! A great chance to enjoy the waterfront and the lovely weather!

While you're there, be sure to hit your favorite restaurant and shops!

[#supportlocal...](#) See More



Grand Haven Main Street
May 3 · 🌐

Cheers to [Morning Star Cafe](#) on 26 amazing years!

Looking forward to the next 26!
(Trust us, the food is THAT good!)



Grand Haven Main Street was live.
May 13 · 🌐

Good Morning From Grand Haven Main Street! Thank you for stopping by for our Monthly Board Meeting!

To view the agenda and packet, please see <https://downtowngh.com/legal-documents-transparency/>

Grand Haven Main Street
May 10 · 🌐

They don't look a day over 30...🤪

So glad they call our Main Street home!

GRANDHAVENTRIBUNE.COM
Marushka celebrates 50 years
In the spring of 1976, Randy Smith got a big opportunity – Richard Sweet, creato...





DOWNTOWN GRANDVILLE

Small Town *Vibe*. Home Town *Pride*.




Downtown Grandville
August 9 at 8:55 AM · 🌐

Some highlights from last Friday night's Car Show with 6 Pak!



Downtown Grandville on Chicago Drive
between Wilson & Washington



CLASSIC CAR SHOW
FRIDAY 8-8 PM
OUTDOOR MOVIE
MAMMA MIA (PG-13) - FRIDAY 9:30 PM
BRENA VENDORS
LIVE BAND
FEATURING **FARMGIRL FLEA MARKET**
PICKERS & MAKERS

August 6-7
Friday 4-9 pm & Saturday 10-3 pm

FOOD BOOTHS (\$!) • CARNIVAL GAMES (\$!) • VINTAGE FIRE
ANIMAL MAGIC SHOW • AMERICAN CORNHOLE TOURN
SAM'S SWING BAND • HOOLIGAN FLIGHT TEAM FLY


Downtown Grandville
June 29 · 🌐

BOTTOMS UP, EVERYONE!
HAPPY HOUR
AT OSGOOD BREWING
Get \$1 Off all Beer, Cider, Wine,
& Seltzer!


LOVE
WHERE YOU LIVE
SUPPORT YOUR LOCAL BUSINESS
GRANDVILLE JENISON CHAMBER OF COMMERCE


Downtown Grandville
August 8 · 🌐

Thank you, [Farmgirl Flea](#), for Co-hosting the Downtown Grandville Vintage Fest this year! It was a super fun shopping experience & atmosphere!





Grandville-Jenison Chamber

9 hrs · 🌟

Love's Resale Shop and Alive in Grandville are hosting a... Grand Opening Party!

Tomorrow - Thursday, September 9th, 2021
3 pm - 7 pm... [See More](#)



Grandville-Jenison Chamber

August 23 at 4:15 PM · 🌟

Our "Member Spotlight" this week features Emily Romeyn of West Michigan Insurance.

West Michigan Insurance Agency is an independent insurance agency in Grand Rapids, offering auto insurance, homeowners insurance, life insurance and business insurance.

Check out their spotlight here <https://grandjen.com/news/member-spotlight/>



2021 Music at the Pavilion Sponsors

Presenting Sponsor:



Gold Sponsor:



FIVE LAKES
WEALTH MANAGEMENT

Media Sponsor:



Silver Sponsors:



Bronze Sponsors:







Downtown Ferndale

Yesterday at 8:00 AM · 🌐



Did you know that Affirmations has reopened with new regular hours?
You can now visit Affirmations 10 am - 9 pm Monday through Saturday.

Affirmations is metro Detroit's community center for lesbian, gay, bisexual & transgender people and their allies.
They currently offer a variety of programs including support groups, HIV testing, senior support services, food security services, and much more.... [See More](#)



Downtown Ferndale

September 3 at 7:28 AM · 🌐



Urbanrest Brewing Co's new Downtown location is OPEN!

Have you seen Urbanrest's new [#walkupwindow](#) and lounge on 9 mile?

They specialize in soft serve, vegan soft serve, and boozy soft serves as well as BEER!... [See More](#)



ditch big box.
shop local. plz 😊

unboxtheholidays.com

UNBOX
THE HOLIDAYS



Ferndale Area
CHAMBER OF COMMERCE





Downtown Ferndale

September 2 at 8:05 AM · 🌐

Did you know that Downtown Ferndale has an AMAZING locally owned bike shop right on 9 mile?

Downtown Ferndale Bike Shop is your one-stop-shop for all disciplines of cycling.

They are always getting new stock + they can fix your bike when it breaks!... [See More](#)



Downtown Ferndale

April 17, 2015 · 🌐

Tune in to [FOX 2 Detroit](#) at 9:30ish this morning and hear all about [Ferndale Restaurant Week](#) and our special guest chef and owner from [Zeke's Rock And Roll BBQ](#). #DFRW



WELCOME TO DOWNTOWN FERNDALE

We invite you to discover our past, engage in our public art and learn more about how going green is our constant mantra. We hope you enjoy these distinguishing features of our thriving urban culture and will share our enthusiasm for Downtown Ferndale.

Downtown Ferndale tours were produced in part from a Preserve America grant administered by the National Park Service, Department of Interior, based on materials gathered and researched by the Ferndale Downtown Development Authority.

Downtown Ferndale TOURS

Green Tour Highlights

- » Ferndale Public Library
- » Pedestrian Alley
- » Affirmations
- » Green Week
- » Green Cruise
- » Biking, Walking & Jogging Routes
- » Ferndale Environmental Sustainability Commission
- » Garden Fresh Salsa

[START TOUR](#) ➔

Historical Tour Highlights

- » American State Bank
- » Porter School
- » Ferndale State Bank
- » Ferndale Classic Theatre
- » The Evangelical Association
- » Five & Dime
- » Ferndale Post Office
- » Wetmore's

[START TOUR](#) ➔

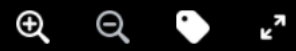
Public Art Tour Highlights

- » Bridge Bench
- » Edgy
- » Twin Benches
- » Yummy Concrete
- » Flight Path
- » Lemberg Building Mural
- » Rosie O'Grady's Mural
- » Crow's Nest
- » Pedestrian Alley

[START TOUR](#) ➔

[DOWNLOAD](#) a pdf of these tours / [Green Tour](#) / [Historical Tour](#) / [Public Art Tour](#)





Need Assistance

with **ad design** and **ad performance tracking**

OPEN IN FERNDALE



Downtown Ferndale

April 30 · 🌐



The City of Ferndale, with support from Oakland County, is pleased to announce a second round of the Business Promotion Support Program. All Ferndale-based businesses are invited to apply for assistance with ad design and improving ad performance tracking. All selected businesses will receive an ad designed for their business, free of charge and support with online business listing and ad performance tracking.

The City of Ferndale, with support from Oakland County, is pleased to announce a second round of the Business Promotion Support Program. All Ferndale-based businesses are invited to apply for assistance with ad design and improving ad performance tracking. All selected businesses will receive an ad designed for their business, free of charge, and support with online business listing and ad performance tracking. [See Less](#)

2

Like Comment Share

Write a comment...



MEMORANDUM

Date: 09/08/21

TO: Ada Township DDA Board
FROM: Haley Stichman, DDA Director
RE: Discuss Change to DDA Director's Schedule

I would like to understand if the DDA would be willing to accommodate a shift in my schedule. The schedule I'd be looking for is referred to as a 9/80 schedule, which would allow me one extra day off every other week. Over the course of 10 working days, I would work 8 9-hour days, 1 8-hour day and have one day off. This would mean on the days I work 9-hours; I would be working from 7:30 to 5 or 8-5:30 with just a half hour lunch. I imagine this allowing me a little more work-life balance.



MEMORANDUM

Date: 09/03/21

TO: Ada Township DDA Board
FROM: Haley Stichman, DDA Director
RE: August, 2021 Financial Report

There was no significant DDA Operations financial activity during August outside of the Farmers Market and Beers at the Bridge.

Farmers Market revenue included \$775 in vendor registrations. Expenditures included Market Manager payments for services in July in the amount of \$1,152.00 as well as \$310.70 in operating supplies/services, which was to purchase promotional banners from Graphic House Imaging.

Beers at the Bridge revenue equated to \$19,981.00, which included sponsorships, t-shirt and mug sales, and beer and cider sales. Expenditures included the beer purchase from Gravel Bottom, t-shirts and event insurance in the amount of \$4,715.75. We are expecting additional expenditures to include out-of-pocket costs to be paid to Seyferth PR.

REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP

PERIOD ENDING 08/31/2021

% Fiscal Year Completed: 41.92

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

GL NUMBER	DESCRIPTION	2021-22	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	08/31/2021 (ABNORMAL)	MONTH 08/31/2021 NCREASE (DECREASE)	BALANCE (ABNORMAL)	
Fund 248 - DDA FUND						
Revenues						
Dept 000.000						
248-000.000-401.405	TAXES: DDA AD VAL	36,396.00	3,052.55	0.00	33,343.45	8.39
248-000.000-401.406	TAXES: DDA IFT	29,089.00	0.00	0.00	29,089.00	0.00
248-000.000-665.000	INTEREST REVENUE	3,000.00	138.29	0.00	2,861.71	4.61
Total Dept 000.000		68,485.00	3,190.84	0.00	65,294.16	4.66
Dept 020.000 - TAXES						
248-020.000-406.000	TAXES: DDA MILLAGE	338,833.00	936.80	0.00	337,896.20	0.28
248-020.000-423.000	TAXES: IFT	23,201.00	0.00	0.00	23,201.00	0.00
248-020.000-573.000	LOCAL COMMUNITY SABILIZATION	150,000.00	0.00	0.00	150,000.00	0.00
Total Dept 020.000 - TAXES		512,034.00	936.80	0.00	511,097.20	0.18
Dept 026.000 - CONTRIBUTIONS						
248-026.000-588.000	SPECIAL EVENTS RECEIPTS	84,000.00	0.00	0.00	84,000.00	0.00
248-026.000-588.001	BEERS AT THE BRIDGE	0.00	28,581.00	19,981.00	(28,581.00)	100.00
Total Dept 026.000 - CONTRIBUTIONS		84,000.00	28,581.00	19,981.00	55,419.00	34.03
Dept 028.000 - FARMER'S MARKET						
248-028.000-694.000-FRM MKT 12-1	MISC AND OTHER REVENUE	1,000.00	1,000.00	0.00	0.00	100.00
248-028.000-694.001-FRM MKT 12-1	REGISTRATIONS	9,785.00	7,720.00	775.00	2,065.00	78.90
Total Dept 028.000 - FARMER'S MARKET		10,785.00	8,720.00	775.00	2,065.00	80.85
TOTAL REVENUES		675,304.00	41,428.64	20,756.00	633,875.36	6.13
Expenditures						
Dept 170.000 - DDA OPERATIONS/CONSTRUCTION						
248-170.000-704.000	WAGES	52,000.00	10,350.82	4,501.11	41,649.18	19.91
248-170.000-704.001	WAGES - SUPPORT	14,857.00	4,201.50	679.27	10,655.50	28.28
248-170.000-715.000	FICA - TOWNSHIP SHARE	4,210.00	892.19	320.04	3,317.81	21.19
248-170.000-716.000	FICA - MEDICARE TWP SHARE	843.00	208.66	74.85	634.34	24.75
248-170.000-719.000	RETIREMENT - EMPLOYER COST	6,736.00	619.19	105.31	6,116.81	9.19
248-170.000-719.001	MEDICAL, DENTAL INSURANCE	10,000.00	710.65	116.36	9,289.35	7.11
248-170.000-740.000	OPERATING SUPPLIES/SERVICES	19,000.00	1,801.15	202.00	17,198.85	9.48
248-170.000-740.000-FRM MKT 12-1	OPERATING SUPPLIES/SERVICES	2,630.00	789.85	310.70	1,840.15	30.03
248-170.000-800.000	CONTINUING EDUCATION	160.00	0.00	0.00	160.00	0.00
248-170.000-801.000	CONTRACT SERVICE	65,000.00	330.52	330.52	64,669.48	0.51
248-170.000-801.000-FRM MKT 12-1	CONTRACT SERVICE	8,720.00	3,824.00	1,152.00	4,896.00	43.85
248-170.000-820.000	MEMBERSHIP & DUES	125.00	0.00	0.00	125.00	0.00
248-170.000-828.000	LEGAL SERVICES	2,000.00	0.00	0.00	2,000.00	0.00
248-170.000-870.000	MILEAGE & EXPENSES	650.00	0.00	0.00	650.00	0.00
248-170.000-870.000-FRM MKT 12-1	MILEAGE & EXPENSES	50.00	0.00	0.00	50.00	0.00
248-170.000-974.000	IMPROVEMENTS	67,000.00	0.00	0.00	67,000.00	0.00
Total Dept 170.000 - DDA OPERATIONS/CONSTRUCTION		253,981.00	23,728.53	7,792.16	230,252.47	9.34

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REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP

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PERIOD ENDING 08/31/2021

% Fiscal Year Completed: 41.92

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

GL NUMBER	DESCRIPTION	2021-22	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	08/31/2021 (ABNORMAL)	MONTH 08/31/2021 NCREASE (DECREASE)	BALANCE (ABNORMAL)	
Fund 248 - DDA FUND						
Expenditures						
Dept 299.000 - GENERAL ADMINISTRATION						
248-299.000-906.001	COMMUNITY EVENTS	82,500.00	5,819.75	4,715.75	76,680.25	7.05
Total Dept 299.000 - GENERAL ADMINISTRATION		82,500.00	5,819.75	4,715.75	76,680.25	7.05
Dept 900.000 - OTHER TOWNSHIP EXPENSES						
248-900.000-719.002	LIFE INSURANCE, OTHERS	250.00	53.11	9.32	196.89	21.24
Total Dept 900.000 - OTHER TOWNSHIP EXPENSES		250.00	53.11	9.32	196.89	21.24
Dept 990.000 - BOND ISSUANCE						
248-990.000-991.000	BOND PRINCIPAL PAYMENTS	165,755.00	0.00	0.00	165,755.00	0.00
248-990.000-995.000	BOND INTEREST PAYMENTS	96,553.00	48,278.18	48,278.18	48,274.82	50.00
Total Dept 990.000 - BOND ISSUANCE		262,308.00	48,278.18	48,278.18	214,029.82	18.41
TOTAL EXPENDITURES		599,039.00	77,879.57	60,795.41	521,159.43	13.00
Fund 248 - DDA FUND:						
TOTAL REVENUES		675,304.00	41,428.64	20,756.00	633,875.36	6.13
TOTAL EXPENDITURES		599,039.00	77,879.57	60,795.41	521,159.43	13.00
NET OF REVENUES & EXPENDITURES		76,265.00	(36,450.93)	(40,039.41)	112,715.93	47.80
BEG. FUND BALANCE		650,573.62	650,573.62			
NET OF REVENUES/EXPENDITURES - 2020-21			119,680.44		119,680.44	
END FUND BALANCE		726,838.62	733,803.13			

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REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP

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PERIOD ENDING 08/31/2021

% Fiscal Year Completed: 41.92

GL NUMBER	DESCRIPTION	2021-22	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED		
		AMENDED BUDGET	08/31/2021 NORMAL (ABNORMAL)	MONTH 08/31/2021 NCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)			
Fund 248 - DDA FUND								
Dept 028.000 - FARMER'S MARKET								
248-028.000-694.000-FRM MKT 12-1	MISC AND OTHER REVENUE	1,000.00	1,000.00	0.00	0.00	100.00		
248-028.000-694.001-FRM MKT 12-1	REGISTRATIONS	9,785.00	7,720.00	775.00	2,065.00	78.90		
Net - Dept 028.000 - FARMER'S MARKET		10,785.00	8,720.00	775.00	2,065.00			
Dept 170.000 - DDA OPERATIONS/CONSTRUCTION								
248-170.000-740.000-FRM MKT 12-1	OPERATING SUPPLIES/SERVICES	2,630.00	789.85	310.70	1,840.15	30.03		
248-170.000-801.000-FRM MKT 12-1	CONTRACT SERVICE	8,720.00	3,824.00	1,152.00	4,896.00	43.85		
248-170.000-870.000-FRM MKT 12-1	MILEAGE & EXPENSES	50.00	0.00	0.00	50.00	0.00		
Net - Dept 170.000 - DDA OPERATIONS/CONSTRUCTION		(11,400.00)	(4,613.85)	(1,462.70)	(6,786.15)			
Fund 248 - DDA FUND:								
TOTAL REVENUES								
		10,785.00	8,720.00	775.00	2,065.00	80.85		
TOTAL EXPENDITURES								
		11,400.00	4,613.85	1,462.70	6,786.15	40.47		
NET OF REVENUES & EXPENDITURES								
		(615.00)	4,106.15	(687.70)	(4,721.15)	667.67		



Director Report for September 13, 2021

Submitted by DDA Director Haley Stichman

Beers at the Bridge Event Committee Update:

According to Seyferth PR, we had approximately 2020 people in attendance for our Beers the Bridge event on Friday, August 20. Beer and cider sales amounted to \$12,262.00. That makes it our best August ever in terms of beer and cider sales. Sales of t-shirts amounted to \$711.00 and mug sales amounted to \$105.00. That amount is more than we sold at all three events back in 2019. In addition to the 2021 event t-shirts, we sold a number of 2018/2019 shirts from our leftover stock and the 11 mugs we sold were from 2019. This seems to be a good strategy to get rid of leftover t-shirts from year to year. I will be planning to present a full recap to the DDA board during the October 11 meeting as the event committee is scheduled to meet on September 9 for a recap discussion.

Brats & Bonfires Update

A special DDA Board Meeting is scheduled for Wednesday, September 8 to discuss the Brats & Bonfires event currently scheduled for October 8. This meeting will discuss the fact that the short timeframe to solicit sponsorships will impact the number of businesses willing to participate, which would increase the expense to the DDA. We need to understand if the DDA is willing to incur an increased cost if sponsorship dollars fall short.

DDA Strategic Planning Process:

The DDA Board approved the Strategic Planning RFP during its meeting on August 9. Some additional updates were made and the RFP was distributed to a total of 10 consulting firms on Monday, August 30 via email. The RFP has also been added to the Township [website](#). Responses are due by Monday, September 20. With the current anticipated schedule, the contract is not scheduled to be approved until the December 13 DDA Board Meeting. Given the holidays, it's unlikely that the strategic planning process will start before the New Year.

Anticipated Schedule

August 30, 2021	Distribution of RFP to selected firms
September 20, 2021	Proposals Due
September 21, 2021	Distribution of Proposals to Review Committee
September 22 – September 29, 2021	Review Committee to Select Short Listed Firms
October 11, 2021	DDA Board Approval of Candidates for Interviews
October 18 – October 22, 2021	Interviews Held with Short Listed Firms
November 8, 2021	DDA Board Meeting to Select Preferred Firm
November 9-November 12, 2021	Complete Contract Negotiations
December 13, 2021	Contract Approved by DDA Board

Ada Business Association (ABA) Communication:

ABA Board Members have expressed an interest in having an informal meeting with myself and other Township staff to discuss how we can collaborate more on events and providing support to the business community. I will be working with ABA members to identify what this might look like and to define what the objective of this meeting would be.

DDA Community Report and Business Survey:

I have moved forward with purchasing an Adobe Creative Cloud package. These tools will ensure that I have the ability to update the DDA Annual Community Report as well as design other graphic materials to promote events and use on social media. The monthly cost for the Adobe Creative Cloud software is \$52.99. I have also started the process of updating the Community Report and will plan to have a draft to present at the DDA Board Meeting on October 11.

Public Parking Sign Project:

I'm currently working with Valley City Signs to get Public Parking signs installed at both entrances of the Community Church parking lot. The proposal is set to go in front of the DDA Board during the September 13 meeting. Once approved, I imagine these signs will be installed by the end of September. This project was an action item from the Citizens Council in order to better inform visitors that they can park in the Community Church parking lot.

Social Media Accounts:

During the DDA regular scheduled meeting on September 13, members will be discussing the creation of DDA specific social media accounts. Currently, the Township has one account, which limits the DDA's ability to post information that promotes specific businesses. This matter has been a topic of conversation with other Township staff and has come up recently as Michigan Software Labs asked us to share its open house event on Facebook. This isn't currently something that we can share from the Ada Village page, but is a perfect example of how we could better support business if a DDA specific Facebook page was created. More information to come as this matter is discussed further with the DDA Board.