



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS
MONDAY, NOVEMBER 13, 2023, SEMI-ANNUAL INFORMATIONAL MEETING,
8:00A.M.
ADA TOWNSHIP OFFICES, 7330 THORNAPPLE RIVER DR. SE
ADA, MICHIGAN**

AGENDA

- I. CALL TO ORDER/ROLL CALL
- II. APPROVAL OF AGENDA
- III. UNFINISHED BUSINESS – none
- IV. NEW BUSINESS
 - a. Presentation on DDA Events and Projects
- V. BOARD MEMBER COMMENT
- VI. PUBLIC COMMENT
- VII. ADJOURNMENT



MEMORANDUM

Date: 11/8/23

TO: Downtown Development Authority Board Members
FROM: Haley Stichman, DDA Director
RE: Presentation of DDA Events and Projects

Background:

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

Included in your packet is a summary of the events and activities completed by the DDA in FY 2023-24 and the planned events and projects planned for FY 2024-25.



2023-24 ADA TOWNSHIP DDA COMPLETED EVENTS AND PROJECTS

Events –

- Progressive Tastings – presented by the Downtown Development Authority. Produced and owned by Square Peg Events, LLC.
 - Winter Series: February 18, March 18, April 15, 2023
 - Summer Series: June 14, June 22, July 13, July 27, August 15, August 24, 2023
- Beers at the Bridge Summer Concert Series– June 16, July 21, August 18, 2023
- \$2,500 Sponsorship of Music on the Lawn Concert Series – Wednesday evenings, June 14 through August 23
- Support for 4th of July Celebration – Tuesday, July 4
- 2023 Ada Farmers Market Season – Tuesdays from June 6 through October 31
- Fall Festival Featuring Brats & Bonfires - October 6, 2023
- Winter Wonderland in Ada – Includes Winter Lights Walking Trail – December 1, 2023, through January 31, 2024
- \$2,500 Sponsorship of Tinsel, Treats & Trolleys – December 1, 2023
- Train Bridge Mural Ribbon Cutting Ceremony & Arts in Ada Market – Thursday, July 13, 2023

Meetings –

- Regular DDA Board Meetings are held on the 2nd Monday of each month at 8AM
- DDA Board Informational Meetings – June 12 and November 13, 2023

Projects –

- Streetscape Maintenance and Flower Planting Services in the Village Area
- Street Sweeping of Village Streets
- Train Bridge Mural Project – Completion June 30, 2023
- Ada Village Social District – Expansion to be discussed in January 2024
- Winter Wonderland in Ada Village – December 1, 2023, through January 31, 2024
 - Replacement and Installation of Streetlight Garland
 - Installation of lights and lighted reindeer in the Village Business District
- Sidewalk Snow Removal Services
- Implementation of Placer.ai foot traffic analysis software
- Budgeted for the Installation of Village Gateway Signage – FY 23/24
- Budgeted for DDA District Wayfinding Signage – FY 23/24
- Budgeted for update to 2017 Parking Study – FY 23/24

Contracts –

- Stephanie Karrip, Ada, MI - Farmer's Market Management Services
- Seyferth PR, 40 Monroe Center St, Grand Rapids, MI - Media Relation Services
- VanVossen Property Services, 7120 Driftwood Dr, Ada, MI - Snow Removal Services
- RRR Lawn & Landscape, 6757 Cascade Rd SE Ste 121, Grand Rapids, MI - Streetscape Maintenance and Flower Planting Services
- The Community Church, 7239 Thornapple River Dr SE, Ada, MI - Use of parking lot for Farmers Market
- Holladay Photography, 2228 Thornapple River Dr. Grand Rapids, MI - Professional Photography Services
- Lions and Rabbits Center for the Arts, 942 Barnum St SW, Wyoming, MI 49509 US – Project Management Services
- Square Peg Events, LLC, 2890 Snow Avenue SE, Lowell, MI 49331 – Consulting Services (Farmers Market & Progressive Tastings)

Staff Support – The DDA hired a part-time summer Intern to provide support for marketing and special events

2024-25 ADA TOWNSHIP DDA PLANNED EVENTS AND PROJECTS

Events –

- Progressive Tastings – presented by the Downtown Development Authority. Produced and owned by Community on Canvas *formerly Square Peg Events, LLC.*
 - Winter Series: dates TBD
 - Summer Series: dates TBD
- Beers at the Bridge Summer Concert Series– June 21, July 19, August 16, 2024
- Sponsorship of Music on the Lawn Concert Series – Wednesday evenings, June 14 through August 23
- Support for 4th of July Celebration – Tuesday, July 4
- 2024 Ada Farmers Market Season – Tuesdays from June 4 through October 29
- Fall Festival Featuring Brats & Bonfires - October 3, 2024
- Winter Wonderland in Ada – Includes Winter Lights Walking Trail – December 6, 2024, through January 31, 2025
- Sponsorship of Tinsel, Treats & Trolleys – December 6, 2024

Meetings –

- Regular DDA Board Meetings are held on the 2nd Monday of each month at 8AM
- DDA Board Informational Meetings – June 10 and October 14, 2024

Projects –

- Streetscape Maintenance and Flower Planting Services in the Village Area
- Street Sweeping of Village Streets
- Pedestrian Walkway Mural Project – TBD
- Ada Village Social District
- Winter Wonderland in Ada Village – December 6, 2024, through January 31, 2025
 - Installation and Removal of Streetlight Garland
 - Installation of lights and lighted reindeer in the Village Business District
- Sidewalk Snow Removal Services
- Implementation of Placer.ai foot traffic analysis software
- Budget for the Installation of Village Gateway Signage – FY 24/25
- Budget for DDA District Wayfinding Signage – FY 24/25
- Budget for update to 2017 Parking Study – FY 24/25

Contracts –

- Stephanie Karrip, Ada, MI - Farmer's Market Management Services
- Seyferth PR, 40 Monroe Center St, Grand Rapids, MI - Media Relation Services
- VanVossen Property Services, 7120 Driftwood Dr, Ada, MI - Snow Removal Services
- RRR Lawn & Landscape, 6757 Cascade Rd SE Ste 121, Grand Rapids, MI - Streetscape Maintenance and Flower Planting Services
- The Community Church, 7239 Thornapple River Dr SE, Ada, MI - Use of parking lot for Farmers Market
- Holladay Photography, 2228 Thornapple River Dr. Grand Rapids, MI - Professional Photography Services
- Community on Canvas, 2890 Snow Avenue SE, Lowell, MI 49331 – Consulting Services (Farmers Market & Progressive Tastings) – *formerly Square Peg Events*

Staff Support –

- Summer intern to provide support for admin, marketing, and summer events