

**ADA TOWNSHIP  
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS  
MINUTES OF THE JANUARY 7, 2013 MEETING**

The meeting was called to order at 8:30 a.m. by Chairperson Bob Kullgren.

**BOARD MEMBERS PRESENT:** Terry Bowersox, George Haga, Bryan Harrison, Jim Ippel, Bob Kullgren, Devin Norman, Walt VanderWulp, Ted Wright

**BOARD MEMBERS ABSENT:** Tom Korth

**STAFF PRESENT:** Jim Ferro, Planning Director

**PUBLIC PRESENT:** None

**APPROVAL OF AGENDA**

The agenda was approved by consent.

**APPROVAL OF MINUTES OF DECEMBER 3 AND DECEMBER 7, 2012 MEETINGS**

It was moved by Harrison, seconded by Bowersox, to approve the minutes of the December 3 and December 7 meetings as presented.

Motion passed unanimously.

**DDA FINANCIAL REPORT**

Ferro presented financial reports for the DDA overall and for the Farmers' Market for the period through December 31, 2012, noting that the only activity during the month was an expenditure of \$2,500 to the Ada Business Association for the Tinsel, Treats & Trolley event, and a payment of \$300 to Studio10Design for Farmers' Market web site consulting services.

**AUTHORIZATION TO CONTRACT WITH JENNIE MACANASPIE FOR FARMERS' MARKET MANAGER POSITION**

Kullgren presented a proposed Memorandum of Understanding with Jennie Macanaspie, the candidate he is proposing be contracted with to manage the Farmers' Market. It was noted that the agreement call for the transitional Manager to devote an estimated 405 hours to the Market in 2013, compensated at a rate of \$15.00 per hour. Kullgren provided background information regarding Macanaspie's qualifications, noting that she has owned her own marketing business for several years.

Following discussion, it was moved by Bowersox, seconded by VanderWulp, to approve the proposed Memorandum of Understanding with Jennie Macanaspie/Opt In Marketing, providing for Macanaspie's services as Transitional Market Manager.

Motion passed unanimously.

**DISCUSSION OF SCHEDULE/PROCESS FOR VILLAGE DESIGN STUDY**

Board members reviewed a draft schedule and process for selecting and contracting with a consultant for a Village design process as a follow up to the 2006 Design Charrette, as well as a draft scope of services that would be incorporated into a Request for Proposals to be sent to prospective consultants. Ferro stated that the scope of the consultant's services should be based on using the 10 design principles that were established through the 2006 Design Charrette as a

given starting point, with the consultant's charge being to develop physical development plan alternatives that carry out these principles.

Kullgren invited comment from Board members as to whether they wished to involve others outside the DDA Board in the overall oversight for the consultant selection process and the design study.

The consensus of the Board was that the responsibility for project oversight should not be assigned to another group, and that the DDA Board has a good mix of representatives to carry out this role.

Kullgren noted that he, Haga and Ferro have meetings scheduled this week with representatives from Amway, with the pastors at The Community Church, and with the owner of the 660 Ada Drive building (former schoolhouse), to discuss the scope and schedule of the DDA's next steps, and that he would communicate with the DDA Board regarding these discussions.

VanderWulp suggested that special meetings of the DDA Board may be needed in the next few weeks to move the process forward. Kullgren stated he would consider the need for a special meeting.

### **PROPOSED BUDGET FOR FY 2013-14, DDA AND FARMERS MARKET**

Ferro reviewed the proposed budgets for the DDA and the Farmers' Market. He pointed out that the budget now included allocation of \$40,000 for the Village Design study, and that this amount was based only on the assumption that the cost would be significantly less than the \$120,000 that was expended on the 2006 Village Design Charrette. Ferro also pointed out that the budget now includes projected tax increment revenues of \$4,666 in the next year, based on preliminary estimates of taxable value in the DDA district. Ferro also noted that the budget includes an increase in expenditure for his time spent on DDA matters, with the share of his time allocated to the DDA increased from 5% to 15%. Ferro stated that this increase is funded through a larger transfer from the General Fund to the DDA fund, compared to the transfer amount in the current year.

Ferro presented options for funding of replacement light pole banners in the Village, ranging from about \$800 to purchase 15 replacement vinyl banners, to \$2,500 to replace all 28 banners with new banners made from "Sunbrella" fabric, which has a higher-quality appearance.

Haga asked if the "Sunbrella" banners would have a longer lifespan than the current vinyl ones. Ferro stated he did not know.

Haga suggested revising the proposed budget to include the higher amount, and assigning to a Committee the task of researching these options and making a recommendation on which option to pursue. Board members concurred with this change.

Following discussion, it was moved by Norman, seconded by Bowersox, to recommend approval of the proposed budget, as revised.

Motion passed unanimously.

## **PROJECTS FOR INCLUSION IN CAPITAL IMPROVEMENTS PLAN UPDATE**

The draft Capital Improvements Plan for the DDA Fund was reviewed, which includes the Village pedestrian plazas on Bronson and Ada Drive, the estimated consulting fee for the Charrette follow-up study, and “gateway” landscaping and signage projects on the M-21 corridor. Haga noted that on Friday the CIP Committee suggested that funding of approximately \$200,000 from the General Fund should be set aside for a significant DDA implementation project in the next few years, for a project that is not yet known with specificity, but that may arise from the Village Design study.

## **PROPOSED MEETING SCHEDULE FOR FY 2013-14**

Ferro presented a proposed meeting schedule for the fiscal year beginning April 1, with all meetings being on the 1<sup>st</sup> Monday of the month, except for the September meeting. Ippel suggested that consideration be given to changing the meetings to a day that better accommodates Board member Korth’s schedule. Kullgren suggested postponing action on the meeting schedule so that Korth can be contacted by Ferro regarding this. Norman noted that late afternoon meetings would generally work better for him, with the exception of Wednesday afternoon. Harrison noted that Thursday afternoons do not work well for him.

Respectfully submitted:

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Tom Korth, Secretary