

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE JANUARY 8, 2018 MEETING
ADA, MICHIGAN**

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:00 a.m. by Board Vicechair Bowersox.

BOARD MEMBERS PRESENT: Terry Bowersox, George Haga, Bryan Harrison (arrived at 8:20), Margaret Idema, Justin Knapp, Walt VanderWulp, Ted Wright

BOARD MEMBERS ABSENT: Devin Norman

STAFF PRESENT: Jim Ferro, Planning Director, Brian Hilbrands, DDA Coordinator

PUBLIC PRESENT: Gwen Cieslak, Jennie Mac Anaspie, Kevin Moran, Kristen Wildes

II. APPROVAL OF AGENDA

It was moved by Idema, seconded by VanderWulp to approve the agenda as presented.

Motion passed unanimously.

III. APPROVAL OF MINUTES OF DECEMBER 11 MEETING

It was moved by Idema, seconded by VanderWulp, to approve the minutes of the December 11 meeting as presented.

Motion passed unanimously.

IV. APPROVAL OF PAYABLES

It was moved by VanderWulp, seconded by Wright to approve payment of the Seyferth PR invoice for services through November 30 in the amount of \$800.

Motion passed unanimously.

It was moved by Knapp, seconded by Idema to approve payment of the Hopkins Fundraising Consulting invoice for services through December 15 in the amount of \$5,800.

Motion passed unanimously.

Wright asked for an update on the Capital Campaign pledge progress.

Hilbrands stated that he has been receiving a number of pledges from DDA and Township Board members, and he expects a major donor announcement to be coming within the next couple of months.

V. FARMERS' MARKET ANNUAL REPORT

This item was postponed until the Farmers' Market Manager arrived.

Jennie Mac Anaspie presented the Farmers' Market Annual Report to the Board. She stated that her biggest need was getting a decision made on what to do with the outstanding tokens.

A discussion was held on what to do with the credit/debit/EBT/token system.

The consensus was to phase out the token system this year, by making this the last year of redemption.

Idema asked if Mac Anaspie was happy with the retention of vendors.

Mac Anaspie stated that it is hard to compare apples to apples because every year there is something different happening with construction. She stated that the biggest variation is in daily vendors, and everything else is pretty consistent.

VanderWulp left the meeting at 8:59am.

Harrison asked if Spectrum Health could be a sponsor of the Farmers' Market. He stated that we could provide them with promotional material that they could have available for their patients that directs them to the Farmers' Market.

Mac Anaspie was asked about the design of the Farmers' Market on the north side of Headley Street, and she replied that it was not a good set up and did not have good ingress or egress.

Harrison stated that it is important to note that we had on our desk a blueprint for a building that was not suitable for one of its users. This is something we need to keep in mind as we move forward.

It was moved by Harrison, seconded by Idema that we make 2018 the final year for accepting outstanding credit/debit/EBT tokens at the Ada Farmers' Market.

Haga noted that we need to make sure we use the proper communications to do that.

Motion passed unanimously.

VI. REVIEW OF DRAFT 2018-2019 BUDGET

Hilbrands presented a draft DDA budget for the 2018-2019 fiscal year. He stated that there were three separate budgets. Hilbrands stated that the first budget is for DDA Operations/Constructions, and this has budget expenses of \$79,928, excluding costs for staff wages and benefits which have not yet been determined. Hilbrands stated that the second budget is for Other Township Expenses allocated to the DDA, and this has budget expenses of \$178,621. He stated that the third budget is for the Farmers' Market, and this has estimated revenues of \$11,600 and estimated expenses of \$11,470, which results in an estimated net income of \$130.

Supervisor Haga reported that he estimated DDA revenues of \$406,216 for the 2018-2019 fiscal year.

Ferro noted that this is an early draft of the budget, and there will be a more comprehensive one presented at the next DDA Board meeting.

VII. DISCUSSION OF IMPROVED INTER-BOARD COMMUNICATION

Hilbrands introduced an initiative to improve inter-board communication. The initiative calls for establishing joint work sessions between the DDA, Township Board, and Planning Commission.

Wright stated that the goal should aim to be open and up-front with each other. Everyone should be clear on what it is they are trying to achieve and what their plans are.

Haga stated that the idea of the strategic plan is to create open communication between the three boards.

VanderWulp stated that we want to avoid what ended up happening with the church property.

Idema stated that she thought it was worth trying quarterly meetings and see if we can make them productive.

The consensus of the Board was to move forward with establishing joint work sessions with the Township Board and Planning Commission.

VIII. REPORTS AND COMMUNICATIONS

a. Status of Riverfront Park Construction

Ferro stated that construction is a little behind schedule, given the weather that we have had has not been good for laying concrete. Ferro stated that they continue to work on the restroom as well as retaining walls.

Idema asked what the opening date might be. Ferro stated that it will not be until late summer.

b. Status of Community Building/Library

a. Building Project Manager Recruitment

Ferro updated the Board on the progress of the Building Project Manager recruitment. He stated that an RFP was issued last month to solicit proposals for the Project Manager position, and the deadline was the end of the year. He stated that there are 6 candidates that will be reviewed by a committee that includes DDA and Township Board members. Ferro stated that financing for this position will be included in the budget for the building.

Harrison asked if accepting this position would prohibit a candidate from bidding on the design of the building itself.

Ferro stated that it does prohibit them from bidding, and this was stated in the RFP.

c. Traffic/Pedestrian Safety Issues

Ferro stated that the Township Board will be considering an agreement with a traffic engineer from Progressive AE to perform some additional data gathering and analysis that will help in the Township's ongoing dialogue with the Kent County Road Commission on traffic and pedestrian safety.

Idema asked about the status of the speed boards.

Haga stated that the Township is budgeting to purchase two of them in the fiscal year that begins April 1.

Ferro showed the Board plans that the Township has for making intersection improvements on Ada Drive at Thornapple River Drive and Bronson Street. The Township is looking at putting in bump outs that will prevent cars from parking there, as well as shorten the crossing distance for pedestrians. He stated that the Kent County Road Commission has said that they will split the total project costs.

Idema asked if we can have the Sheriff come through and ticket people who are parking illegally on Ada Drive.

Haga stated that it is difficult because often the illegally parked vehicle will be gone before the Sheriff can get there.

Wright stated that a speed limit sign is needed on the new Headley Street off of Fulton.

d. Update on DDA Board Member Recruitment

Haga stated that he received 7 applications, and that he believes any of them would make a good candidate. He stated that he is recommending the appointment of Dawn Marie Coe to fill the open position. Haga stated that Dawn Marie owns a business in the DDA and also lives in Ada.

e. DDA Financial Report, 12/31/17

Hilbrands presented the DDA financial report and highlighted some of the major expenditure items. He reported that the Farmer's Market revenues have exceeded the budgeted \$9,000 by \$2,115.

Hilbrands provided a brief report on the Michigan Downtown Association Conference that he attended in October.

IX. BOARD MEMBER COMMENT

Harrison stated that he attended the Spectrum Health open house and that it was very well attended. He stated that what he has heard about Spectrum is that people love it, but don't like going downtown for it. He stated that this facility could be a draw for the Village.

Idema asked what kind of role or responsibility the DDA had to businesses within the DDA district, and if they should be checking in with new businesses.

Knapp stated that he is helping launch a Business Ambassador program for the ABA to help make businesses more aware of what the ABA can offer them.

Ferro stated that he thinks there is a role for the DDA in creating a positive business environment and talking to businesses, letting them know we exist and asking for their input on what they think the DDA should be doing.

Hilbrands stated that he will add DDA members to the ABA email list.

X. PUBLIC COMMENT

There was no public comment.

XI. ADJOURNMENT

It was moved by Idema, seconded by Harrison to adjourn the meeting.

Motion passed unanimously.

The meeting was adjourned at 9:45am.

Respectfully submitted:

Devin Norman, Secretary/Treasurer