

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE FEBRUARY 4, 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, Tom Korth, Bob Kullgren, Devin Norman, Walt VanderWulp, Ted Wright

BOARD MEMBERS ABSENT: None

STAFF PRESENT: Jim Ferro, Planning Director

OTHERS PRESENT: Susan Buron, Township Clerk, Paul Leblanc, Ada Township Trustee, Steve Dertz, Amway

APPROVAL OF AGENDA

The agenda was approved by consent.

APPROVAL OF MINUTES OF JANUARY 7, 2013 MEETING

It was moved by Bowersox, seconded by Wright, to approve the minutes of the January 7 meeting as presented.

Motion passed unanimously.

DDA FINANCIAL REPORT

Kullgren stated since there was very little activity in the DDA Fund for the past month, this item would be deferred to next month.

MEETING SCHEDULE FOR FISCAL YEAR 2013-14

Kullgren stated that a revised meeting schedule for the DDA is proposed for the coming year, in an effort to better accommodate the travel schedule of Tom Korth, by scheduling DDA Board meetings during the same week as Planning Commission meetings, which are chaired by Tom. Kullgren noted that the schedule that results places most of the meeting dates on the 3rd Monday of the month, but there are some dates that are on the 2nd Monday of the month.

In discussion, VanderWulp suggested changing the meeting time to 8:00 a.m., which would better accommodate his work schedule. The consensus of the Board was that this change would work.

It was moved by Bowersox, seconded by VanderWulp, to approve the proposed DDA meeting schedule for FY 2013-14, and for the March, 2013 meeting, scheduling DDA Board meetings to be on the Monday preceding the 3rd Thursday, at 8:00 a.m.

Motion passed unanimously.

Korth thanked Board members for considering this change to better fit his schedule.

REVIEW OF REQUEST FOR PROPOSALS FOR VILLAGE DESIGN STUDY

Kullgren updated Board members on activities that have transpired since the last Board meeting in preparing the draft RFP and identifying firms that may be qualified to receive the RFP.

Kullgren introduced Paul Leblanc, Township Trustee, who is also the owner of LSL Planning, a community planning consulting business. Kullgren noted that Paul's input on the RFP and candidate consulting firms was recently sought and provided, which has been invaluable and which we appreciate.

Ferro stated that based on conversations he has participated in within the last few days, he believes that the lead firm in a consulting team that completed this assignment should have strong qualifications in urban design, and that there is not a large number of such firms in the local area. As a result, he believes we should look beyond West Michigan in seeking good candidates to receive the RFP. He stated it is likely that urban design firms from outside the area will seek out qualified local firms in supporting disciplines in civil engineering, traffic engineering and landscape architecture.

Ferro also noted that another issue to consider is whether the Market Study that was conducted as part of the 2006 Charrette should be re-done, considering the changes in the economy that have taken place in the meantime. He noted that an option that has been discussed is requesting that Amway commission a Market Study to provide input to the consultant retained by the Township.

Kullgren asked Leblanc for his suggestions regarding our selection process.

Leblanc stated he believes the project represents a one-time opportunity for the community, and we need to get the best result possible. He stated that urban design is a specialty that has few locally-qualified candidates. He also suggested we should look for a firm that has a track record of being involved in successfully-implemented projects.

Leblanc expressed the view that the budget number of \$40,000 stated in the RFP seems too low, considering the scope of work, and may deter good firms from responding to the RFP. He stated that another practice he has been seeing more in RFP's is to specify a page limit of 20-30 pages in proposals.

Ferro asked Leblanc if he had any input regarding the number of firms that should be selected to receive the RFP.

Leblanc stated that 6-8 pre-qualified firms would be a good number.

Kullgren asked for Board member input on the RFP and the selection process. He suggested that a subgroup of the Board be assigned the responsibility for review of proposals and making a recommendation to the full Board, considering the amount of time and number of meetings the process will require.

Ferro suggested that in view of the amount of time that Kullgren, Haga and Korth have spent on the process, that they serve as the core of a proposal review subgroup, and that it might also be appropriate for a representative from the main property owner, either Board member Harrison or perhaps Steve Dertz, to serve on the group. He also suggested that if Leblanc is willing and able, he would also be a valuable participant.

The consensus of the Board was that the RFP appears in order, and that a subgroup with representation as suggested by Ferro is a good approach, provided that there is dissemination of the proposals to all Board members for review and input to the sub-group, and that targeting 6-8 firms to receive the RFP is a good number.

Following discussion, it was moved by Haga, seconded by Bowersox, to authorize distribution of the RFP to 6-8 firms.

Motion approved unanimously.

Leblanc stated he could provide additional input regarding qualified firms.

Korth suggested adding Jeff Speck, a planner that has been used by the main property owner on other projects, should be added to the list. There was concurrence that he should be added.

Kullgren stated he would talk to Amway regarding conducting a Market Study.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

It was moved by Norman, seconded by Korth, to adjourn the meeting at 9:45 a.m.

Motion passed unanimously.

Respectfully submitted:

Tom Korth, Secretary