

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE FEBRUARY 6, 2012 MEETING**

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

BOARD MEMBERS PRESENT: Terry Bowersox, George Haga, Jim Ippel, Tom Korth, Bob Kullgren, Walt VanderWulp, Ted Wright

BOARD MEMBERS ABSENT: Devin Norman

STAFF PRESENT: Jim Ferro, Planning Director

APPROVAL OF AGENDA

The agenda was approved by consent.

APPROVAL OF MINUTES OF JANUARY 3, 2012 MEETING

It was moved by VanderWulp, seconded by Bowersox, to approve the minutes of the January 3, 2012 meeting as presented.

Motion approved unanimously.

STATUS OF BRONSON ST. PROJECT

Ferro reported that all of the street lighting is now operating. He stated that the Township has received some complaints about the lighting intensity. Haga stated that he has asked Moore & Bruggink to have baffling installed on the lights, similar to what is installed on the rest of the lights in the Village, so that we have the same lighting intensity as on Thornapple River Dr. and Ada Dr.

Korth asked whether the existing overhead street lights will be removed.

Haga replied that 2 lights will be removed, and the one at the intersection of Bronson and Teeple will remain.

DDA FINANCIAL REPORT

Ferro reviewed the revenue and expense report for the current fiscal year through the end of January.

(Note: Board member Wright arrived at 8:45 a.m.)

PROPOSED POLICY CONCERNING USE OF NET INCOME FROM FARMERS' MARKET OPERATIONS

Kullgren presented a proposed policy for consideration by the Board, that would call for segregating the net income generated by the Farmers' Market operation, and reserving it for use by the Farmers' Market. He stated that the intent is to make the Market somewhat of a free-standing operation from a financial standpoint.

Ferro presented available financial data for the past 3 years of the Farmers' Market operation, showing net income over the entire period of \$7,693.

It was moved by Haga, seconded by Bowersox, to adopt the proposed policy.

In discussion, Korth asked whether a separate fund would be set up by the Township to track

this. Haga replied there would not be a separate fund created, but that the intent is to track the net income balance in the annual Township audit, although he has not talked to our auditor yet about this.

Kullgren noted that there would be a need in the future to recruit a paid Market Manager, that this would have cost implications for the Market, and that having the Market net income dedicated for use of the Market could help cushion the impact of this added cost.

On a call for a vote on the motion, the motion passed by a 7-0 vote.

PROPOSED DDA BUDGET, FY 2012-13

Ferro presented the draft FY 2012-13 budget for the DDA, including a separate breakout of the Farmers' Market portion of the proposed budget. It was noted that proposed improvement projects include the streetscape furnishings demonstration project, anticipated to be funded through donations, and design services for landscaped community entry signs at the east and west ends of the DDA District. Ferro was asked whether the proposed historical society interpretive sign project was included in the budget, and Ferro replied it was not, as the proposal was just received.

Korth commented that without having any tax increment revenues, the DDA is not making progress in implementing any of the Charrette recommendations. He suggested the possibility of a transfer of a significant sum from the General Fund, given the healthy condition of the General Fund, that could be programmed by the DDA in the future for a more significant project.

Ferro commented that the adopted DDA Development Plan identifies project priorities and cost estimates, and that this plan provides guidance to the DDA on where funds should be directed. He noted that many of the projects require either private sector involvement or involvement of other governmental entities, such as MDOT and the Road Commission.

The suggestion was made to propose a transfer of \$100,000 from the General Fund to the DDA Fund, for use in future DDA project implementation. It was noted that these funds would not necessarily be spent in the coming year, but would be reserved for a future project.

It was moved by Haga, seconded by Bowersox, to recommend the transfer of \$100,000 from the General Fund to the DDA Fund for future project implementation pursuant to the DDA Development Plan be included in the FY 2012-13 budget.

Motion passed by a 7-0 vote.

PROPOSAL FROM ADA HISTORICAL SOCIETY FOR INTERPRETIVE SIGNAGE PROJECT

Ferro presented the proposal prepared by Kristen Wildes for the Ada Historical Society, requesting cost-sharing funds from the DDA to implement the beginnings of an interpretive historical sign project in the Village. He noted that the proposal identifies 6 initial locations for pole-mounted etched signs that would be stops on a historical walking tour of the Village. The proposal includes proposed content for the initial 6 signs, and identifies locations for several additional signs in the future. Ferro stated that he suggested to Wildes that the owner of the old

school house building may be interested in funding installation of a sign at the school house as part of their proposed site redevelopment, which should be starting soon.

Ferro stated that the DDA's proposed 50% share of the project costs for the 6 signs would be \$3,068.

Board members commented favorably on the quality of the proposed project and its potential benefits in drawing people to the Village and engaging them. The comment was made that the Board would be interested in partnering on future expansion of the project.

Ferro noted he received favorable comment on the proposal from Bernie Veldkamp, who is a Historical Society Board member.

Following discussion, it was moved by Korth, seconded by Ippel, to include \$3,068 in matching funds toward the AHS interpretive sign project in the proposed FY 2012-13 budget.

Motion passed by 7-0 vote.

UPDATE ON FILLING OF DDA BOARD VACANCY

Haga reported he has received two applications for the DDA Board vacancy – one from Township resident Jim Todd, and an expression of interest from Bryan Harrison, an employee of Amway.

The Board discussed the requirements for DDA Board representation contained within the DDA statute, and the impact this may have on filling the Board vacancy. Kullgren stated that he would follow-up with Haga and Ferro on the statutory requirements.

PUBLIC COMMENT: There was no public comment.

ADJOURNMENT:

The meeting was adjourned at 9:55 a.m.

Respectfully submitted:

Tom Korth, Secretary