

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF THE MONDAY, FEBRUARY 10, 2020 MEETING  
ADA, MICHIGAN**

**I. CALL TO ORDER AND ROLL CALL**

The meeting was called to order at 8:00 a.m. by Chairperson, Bowersox.

**BOARD MEMBERS PRESENT:** Terry Bowersox, George Haga, Devin Norman, Walt VanderWulp, Dawn Marie Coe, Margaret Idema, Justin Knapp

**BOARD MEMBERS ABSENT:** Bryan Harrison, Ted Wright

**STAFF PRESENT:** Jim Ferro, Planning Director, Brian Hilbrands, DDA Coordinator, Kevin Moran, Treasurer, Adina Winczewski, Administrative Assistant

**PUBLIC PRESENT:** 5 Community members

**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 JANUARY 13, 2020 MEETING**

It was moved by Coe, seconded by VanderWulp, to approve the minutes of the January 13, 2020 meeting as presented. Motion passed unanimously.

**IV. APPROVAL OF PAYABLES**

- a. Seyferth PR January Invoice, Year-End Report Development Services, \$700**
- b. Woods Landscaping 2/4/2020 Invoice, January Snow Removal Services, \$2,800**

Hilbrands reviewed the January invoices as presented in the board packets. VanderWulp noted that shoveling took place around 4 p.m. on a Saturday which is approaching closing time for many businesses. It was suggested to request shoveling earlier in the day to keep sidewalks safe.

It was moved by Norman, seconded by Haga, to approve the invoices as presented. Motion passed unanimously.

**V. RESOLUTION DDA-021020-1, REDEVELOPMENT LIQUOR LICENSE APPLICATION FOR LUNA 7471, LLC**

Hilbrands stated that his recent communications with MLCC have revealed that he misinterpreted the language in the statute regarding how many redevelopment liquor licenses are available. There is a total of three available and if approved today, Luna would be taking the second license as the first was taken by AVGS LLC. Norman requested documentation of the redevelopment financials.

The owner, Mario Cascante, stated they are in the process of completing drawings. A building permit application has not yet been submitted. This will be the third restaurant under their ownership but the first in Ada. Without a liquor license, the restaurant would not be viable.

It was moved by Haga, seconded by Norman, to recommend to the Township Board to adopt Resolution DDA-021020-1, Redevelopment Liquor License for Luna 7471, LLC.

Roll Call: Yes: Bowersox, Haga, Norman, VanderWulp, Coe, Idema, Knapp; No: 0; Absent: Harrison, Wright; Resolution adopted.

## **VI. APPROVAL OF SEYFERTH PR CONTRACT FOR EVENT PLANNING AND COORDINATION SERVICES FOR BEERS AT THE BRIDGE 2020**

Hilbrands reminded the board that Amway will continue to cover the costs for professional services for Seyferth PR, but the DDA is responsible for all out-of-pocket and event expenses such as postage, travel, copies, telephone, internet, fax, equipment rental, and payments to vendors, etc.

Norman suggested editing the contract language to separate the out-of-pocket expenses into business expenses and event expenses, and also provide the total cost of the professional services. It should be clear what the DDA is truly paying for and what Amway is paying for.

It was moved by Idema, seconded by Coe, to approve the Seyferth PR Contract for Event Planning and Coordination Services for Beers at the Bridge for 2020 with the changes as noted by Norman. Motion passed unanimously.

## **VII. REVIEW OF FARMERS' MARKET ANNUAL REPORT**

Market Manager, Jennie MacAnaspie, presented. Ms. MacAnaspie stated that Spectrum is no longer their main sponsor. Traffic last year decreased slightly, likely due to the confusion of the operating hours. She will be utilizing Facebook and Instagram again for communication to the public. She would like to see more diversity in products being offered, would also like to keep the market location in the Church parking lot, and is considering adding a Tiny Holiday Market into Tinsel Treats & Trollies.

Coe encouraged Ms. MacAnaspie to come to the DDA for collaboration.

Hilbrands will provide MacAnaspie's contact information to the DDA.

Idema suggested asking the local retailers if they would like to have a booth in the Farmers' Market.

Hilbrands suggested Mercy Health as a new potential main sponsor.

VanderWulp suggested selling hats and t-shirts with the Ada logo.

## **VIII. REVIEW OF 2020-2021 BUDGET**

Hilbrands summarized the proposed budget as outlined in the board packets stating there is a healthy fund balance. The DDA revenues are made up of the DDA Ad Valorem, millage, Industrial Facilities Tax (IFT), Local Community Stabilization, interest, and event profits.

Norman asked if we have a projection of what the 'DDA Ad Valorem' will look like 5 years from now. Ferro stated we do not.

Norman asked if there is a risk of Local Community Stabilization going away in the future. Haga stated that it is related to personal property and it is currently a "moving target" with the legislatures.

Haga noted that the “wages” listed are for Hilbrands and the “wages-support” are for Ferro.

It was moved by Idema, seconded by Knapp, to recommend approval of the 2020-2021 Budget to the Township Board. Motion passed unanimously.

## **IX. REPORTS AND COMMUNICATIONS**

### **a. Status of Legacy Park Construction**

Ferro stated there are no updates since the last meeting.

### **b. Amy Van Andel Library and Community Center Update**

Ferro stated that the construction is running on-schedule. Haga stated that he and Ferro toured the building two weeks ago and it was very interesting. Ferro stated the Township Board approved moving forward with the design work for the addition of a 6,000 sq. ft. multi-purpose room which will be able to seat 150 or more depending on the seating arrangements. Bill Payne is leading the fundraising. Around \$170,000 has been raised so far. The addition is estimated to cost 3 million.

### **c. 2020 Leprechaun Hunt**

Hilbrands stated that this will be the fourth year for the Leprechaun Hunt which is scheduled for March 13<sup>th</sup>.

### **d. Update on Past Discussion Items**

Hilbrands reminded the board that a joint meeting with the Citizens Council is scheduled for Wednesday, February 26<sup>th</sup> at Roselle Park. He, Bowersox, and possibly Joel Harner will be running the meeting.

Ferro followed up with VanderWulp’s inquiry from last month regarding adding the Bradfield house property to the DDA district. Ferro explained that it would be a fairly involved process, the same process as was followed in the original creation of the DDA, but an amendment is possible. VanderWulp stated he feels the Township would be better off expanding the DDA boundary.

Idema inquired about the property at the end of Fase St. Ferro stated they applied for a rezoning request but the Planning Commission recommended denial as they would prefer it to be developed under PUD zoning.

Ferro stated that a 92-unit, multi-family residential development is on the Planning Commission agenda for this month for the property along Fulton St, adjacent to Ada Fresh Market. They are proposing two, 3-story buildings and two, 4-story buildings. In response to Wright’s emailed inquiry about parking and traffic, Ferro stated that parking will be reviewed and given scrutiny in the zoning review process. A traffic impact analysis will be required of the developer under the PUD process. Norman expressed concern for how the 4-story buildings fit with the overall plan for Ada village. Ferro stated he will email the renderings to the DDA.

*VanderWulp left the meeting at 9:07 a.m.*

Ferro stated he has not received any updates from CityFlats. Eileen McNeil of Seyferth PR stated that a representative will be giving an update on the 27<sup>th</sup> of this month at 10 a.m. Invitations will be emailed either today or tomorrow.

Idema inquired about MudPenny. Hilbrands stated they are planning for a March opening.

**e. DDA Financial Report, 01/31/20**

Hilbrands reviewed the financial report as outlined in the board packets.

**X. BOARD MEMBER COMMENTS**

There were no comments.

**XI. PUBLIC COMMENTS**

There were no comments.

Meeting was adjourned at 9:13 a.m.

Respectfully submitted:

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Devin Norman, Secretary

rs: aw