

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF THE FEBRUARY 12, 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, Dawn Marie Coe, George Haga, Bryan Harrison (arrived at 8:09), Justin Knapp, Ted Wright

**BOARD MEMBERS ABSENT:** Margaret Idema, Devin Norman, Walt VanderWulp

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

**PUBLIC PRESENT:** Kevin Moran, Kristen Wildes, two residents

**II. WELCOME TO NEW BOARD MEMBER – DAWN MARIE COE**

Bowersox introduced and welcomed Dawn Marie Coe as a new member of the Board.

**III. APPROVAL OF AGENDA**

It was moved by Haga, seconded by Knapp to approve the agenda as presented.

Motion passed unanimously.

**IV. APPROVAL OF MINUTES OF JANUARY 8 MEETING**

It was moved by Haga, seconded by Wright, to approve the minutes of the January 8 meeting as presented.

Motion passed unanimously.

**V. APPROVAL OF PAYABLES**

It was moved by Wright, seconded by Knapp to approve payment of the Seyferth PR invoice for services through December 31 in the amount of \$500, the Hopkins Fundraising Consulting invoice for services through January 16 in the amount of \$5,800, and the Woods Landscaping invoices for snow removal services through January 31 in the amount totaling \$14,752.

Motion passed unanimously.

Wright asked if we foresee continuing work with Seyferth PR.

Hilbrands stated that he has a good working relationship with Seyferth PR and they are still active in the Village so he can contact them with any questions that might come up.

**VI. REVIEW OF PROPOSED 2018-2019 MEETING DATES**

Hilbrands presented the proposed 2018-2019 DDA Board meeting dates. He stated that meetings would once again be scheduled at 8:00 am on the second Monday of the month, with the exception of the November meeting which will be the first week to avoid a conflict with Veterans Day.

It was moved by Bowersox, seconded by Harrison to approve the proposed 2018-2019 DDA Board meeting dates.

Motion passed unanimously.

## **VII. REVIEW OF DRAFT 2018-2019 BUDGET AND DRAFT 2018-2024 CAPITAL IMPROVEMENTS PLAN**

Ferro presented the draft 2018-2019 DDA budget. He stated that the total anticipated revenues for the DDA are \$437,328. Ferro reported that funding from the DDA is budgeted for debt service payments totaling \$549,327, and those contributions were established in the debt sharing agreement between the DDA and the Township Board. He stated that the total anticipated operations/construction expenses totaled \$157,120.

Harrison asked why the Contract Service line item was budgeted lower than previous years.

Ferro stated that is because it no longer includes the Seyferth PR contract or the Hopkins Fundraising Consultant contract.

Ferro reported that for the year overall the DDA is anticipating a net reduction in the fund balance of \$241,168.

Ferro presented the draft 2018-2024 Capital Improvements Plan, and stated that the DDA fund balance showed a long-term trend of decline.

Discussion was held on the draft 2018-2019 DDA Budget and the negative trend of the DDA fund balance shown in the draft 2018-2019 Capital Improvements Plan.

Harrison asked how the DDA can change this negative trend and create a sustainable fund balance. Harrison stated the DDA must look at either increasing revenues or decreasing expenditures.

Haga stated that Treasurer Moran is looking into Fund Balance policy for the various Township funds.

Haga noted that besides the bond payment expenses and a one-time fund transfer the DDA has a relatively skinny operating budget.

Harrison suggested that a finance committee should be appointed with a couple of DDA Board members to review the DDA financial information. He stated that the Township Board should be aware of this and be a part of the conversation because if the DDA cannot cover their costs then the Township will have to.

Haga stated that the Township Board has a finance committee and it could have DDA Board members added to it.

It was moved by Harrison, seconded by Wright to appoint a finance committee of Harrison and Knapp to meet with the Township Board finance committee to discuss the DDA financial situation.

Motion passed unanimously.

## **VIII. REVIEW OF DRAFT STREETScape RFP**

Hilbrands presented the draft RFP for streetscape maintenance services. He stated that this service had previously been paid from the General Fund. Hilbrands stated that the previous three-year contract had ended and this RFP was looking at a new three-year agreement.

Harrison stated that it was hard to approve something that would add on to the negative fund balance trend that was just discussed, even though this is the type of thing that DDA's typically pay for.

Haga stated that he could take this to the Township Board and see if they would split the costs.

Wright stated that it was hard to approve something like this after what was just discussed.

It was moved by Haga to approve the Streetscape RFP as proposed, subject to requesting the Township Board for funding assistance.

There was no support, motion died.

It was moved by Harrison, seconded by Wright to have the Streetscape RFP transmitted to the Township Board for their consideration.

Motion passed 5-1.

## **IX. REPORTS AND COMMUNICATIONS**

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

Ferro stated that the riverfront park construction is progressing, although slowly. He stated that the concrete block walls are all finished on the restroom building and will soon start work on the roof. He stated that concrete retaining wall work continues along the edge of River Street. Ferro said that the work is a little behind schedule, but work is still anticipated to be completed in mid to 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 the subcommittee with DDA representation had interviewed four candidates for the Building Project Manager position and recommended retaining Jones Lang Lasalle Inc to oversee that project on the Township's behalf. He stated that Jones Lang Lasalle is a large consulting company with local offices in Grand Rapids and Southeast Michigan.

### **c. Traffic/Pedestrian Safety Issues**

Ferro stated that the Township Board has retained Progressive AE to study and observe traffic and pedestrian safety issues in the Village. He stated that Progressive is working on a report that will be finished within the next week or two.

Harrison asked if there has been any consideration of putting in a traffic circle near the hardware store.

Ferro stated the Township doesn't have the right-of-way so it is unlikely that traffic circles could be put in.

### **d. Citizens Council Minutes**

Ferro stated that the DDA Citizens Council minutes were attached in the packet for the Board to review.

### **e. Communications Update**

Hilbrands stated that he brought the communications initiative before the Planning Commission and the Township Board. He stated that they both shared the DDA's desire to have open and clear communication between all of the boards, but they also had concern about establishing fixed meeting dates when there may not items to discuss. Hilbrands asked the Board for specific items that they might want to discuss at a joint work session.

Harrison stated that finances should be a part of the discussion, including who should be paying for things like festivals, banners, flowers, or street improvements.

Harrison stated that the ownership and running of events going on in the Township should be discussed.

Wright stated that parking is another item that should be discussed.

**f. Status of Capital Campaign**

Hilbrands provided an update on the Capital Campaign. He stated that the campaign is already 48% of the way to their goal of raising \$7 million, and that Keith Hopkins would like to go public with the Campaign in May or June.

**g. DDA Financial Report, 1/31/18**

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.

**X. BOARD MEMBER COMMENT**

Harrison stated that he served on the Project Manager selection subcommittee and he thanked the Board for supporting that recommendation. He stated that he thinks the community building and library will be a great project, and he is happy to have a consultant coming on board to help with that.

Haga stated that the Building Committee has been finalized and it includes DDA and Township Board members, as well as residents and KDL representatives.

**XI. PUBLIC COMMENT**

There was no public comment.

**XII. ADJOURNMENT**

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

Motion passed unanimously.

The meeting was adjourned at 9:23 am.

Respectfully submitted:

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Devin Norman, Secretary/Treasurer