

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
DEVELOPMENT AREA CITIZENS COUNCIL  
MINUTES OF THE WEDNESDAY, FEBRUARY 26, 2020 WORK SESSION  
ADA, MICHIGAN**

**I. CALL TO ORDER**

The meeting was called to order at 7:00 p.m. by Chairperson, Bowersox.

**BOARD MEMBERS PRESENT:** Terry Bowersox, Dawn Marie Coe, George Haga, Bryan Harrison, Margaret Idema, Devin Norman, Ted Wright

**BOARD MEMBERS ABSENT:** Justin Knapp, Walt VanderWulp

**CITIZENS COUNCIL MEMBERS PRESENT:** Tom Bogerd, Marcel Burgler, Noelle DiVozzo, Joel Harner, Margaret Idema, Tom Mulligan, Zack Schaff, Bev Swanson

**CITIZENS COUNCIL MEMBERS ABSENT:** Chris Czekai

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

**PUBLIC PRESENT:** 1 Community member

**II. APPROVAL OF AGENDA**

It was moved by Harrison, seconded by Harner, to approve the agenda as presented. Motion passed unanimously.

**III. UPDATE ON DDA ACTIVITIES AND GOALS**

Hilbrands summarized a report on the DDA's completed events and projects in 2019 and its planned events and projects in 2020.

Mulligan stated that the Ada Historical Society (AHS) was in the very early stages of planning a veteran's memorial for somewhere in the village.

Haga stated that this is on the Township Board's radar as well.

Coe stated that a number of business owners have come together to create the first shop-hop event in the village. She stated that they would like to have a meeting with representatives of the Township, DDA and Ada Business Association (ABA) to coordinate this. There is also a need for a one-place stop or website for everything that is going on in Ada, where people can go to find information on all things Ada.

Harrison stated that Google optimization is also important, but he agrees that a one-stop site is needed.

Burgler stated that a community calendar would be helpful as well, and that Rockford has done a good job with this.

Harrison stated that it could be helpful to get the ABA, AHS and other groups together and have a joint meeting and brainstorming session.

Idema stated that it could also be helpful to discuss role definitions and figure out what each group is doing. She stated that perhaps doing some strategic planning could be helpful for the DDA.

Burgler stated that the Citizens Council is massively underused.

Harrison asked how the DDA could better utilize the Citizens Council and where they could work together more.

Burgler stated that he likes the idea of doing some strategic planning together.

Idema stated that she would like to propose that the DDA perform some strategic planning.

Ferro stated that there could be an open invitation to other stakeholder groups.

Mulligan stated that it would be helpful to have a brainstorming session beforehand to figure out what direction the DDA would like to go, and what priorities they have.

Ferro stated that they can look into facilitators to lead a brainstorming session and an eventual strategic plan.

Idema asked if this group could be sent the Township Strategic Plan that was recently completed, as well as the most recent DDA strategic plan. She suggested that everyone then review the plans, and then the DDA Board and Citizens Council can come together again to discuss the plans, see what direction they would like to go and if they would like to proceed with a strategic plan.

Hilbrands stated that he will send out both plans to the DDA Board and the Citizens Council.

Burgler stated that it would also be helpful to answer questions about what is the DDA's function and its roles.

Hilbrands stated that he will send out a meeting poll with a few options for meeting dates in April for the DDA Board and Citizens Council to reconvene.

#### **IV. REPORTS AND COMMUNICATIONS**

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

Ferro provided an update on the progress of the Amy Van Andel Library and Community Center.

Schaff asked if the plan is to build the arts and culture center addition after the rest of the building is completed.

Ferro stated the goal is to start as soon as possible.

Idema asked if the addition started as a meeting room or multipurpose space, how did it turn into an arts and culture center.

Ferro stated that the idea was to create more potential uses for the space and also generate more excitement for potential donors.

##### **b. Connect Ada Update**

Ferro provided an update on the Connect Ada plan.

Schaff asked if any of the listed projects could be covered by the current millage.

Ferro stated that those projects would depend on the new millage, and that most of the current millage is used to pay debt service.

Wight asked how much of the millage will go towards maintenance.

Haga stated that there is approximately \$100,000 budgeted for maintenance in the 2020-2021 fiscal year.

## **V. GENERAL DISCUSSION**

Idema asked if there are summary reports that are sent out for Township Board or Planning Commission meetings.

Haga stated that there are reports that should be going out.

Harrison stated that some governments utilize a communications person does newsletters, social posts and information distribution.

## **VI. PUBLIC COMMENTS**

There were no comments.

Meeting was adjourned at 8:17 p.m.

Respectfully submitted:

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Devin Norman, Secretary

rs: bh