

**ADA TOWNSHIP  
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS  
MINUTES OF THE FEBRUARY 29, 2016 SPECIAL MEETING**

The meeting was called to order at 8:00 A.M. by Chairman Bob Kullgren at the Ada Township office, 7330 Thornapple River Dr., Ada, MI.

**BOARD MEMBERS PRESENT:** Sarah Andro, Terry Bowersox, George Haga, Bryan Harrison, Jim Ippel, Bob Kullgren (via video conference), Devin Norman, Walt VanderWulp, Ted Wright

**BOARD MEMBERS ABSENT:** None

**STAFF PRESENT:** Jim Ferro, Planning Director

**PUBLIC PRESENT:** Steve Dertz, Amway Corp., Jeff Hugger, Schnitz Deli/Ada Grill, Tom Cooper, Scoopers Ice Cream Parlor, Dick Jasinski

**I. APPROVAL OF AGENDA**

The agenda was approved by consent.

**II. APPROVAL OF MINUTES OF THE JANUARY 18, 2016 MEETING**

It was moved by Harrison, seconded by Bowersox, to approve the minutes of the January 18, 2016 meeting as presented. Motion passed unanimously.

**III. AMENDED AND RESTATED DEVELOPMENT PLAN AND TAX INCREMENT FINANCING PLAN**

Norman asked that the missing exhibits referenced in the Amended and Restated Plan be provided to the DDA BOD. Ferro indicated that this would be provided. Norman requested that a direction key be added to the Maps and Exhibits, as appropriate, to improve understanding of referenced locales. Ferro indicated that this would be done.

Kullgren stated he believed that the reference in the Plan text to a new Township office facility being a potential use of the proposed civic building in the Headley Street green space should be removed, as he did not view a Township office facility as being a DDA project. Ferro stated he agreed that DDA funds should not be used to pay any costs for a new Township office, and it was listed in the text only because it has been mentioned as a possible need. He stated he had no problem with removing it from the plan.

Kullgren also stated the description of the location of the proposed Riverpoint of Ada development needs revision to accurately describe the location.

VanderWulp commented that he believes the timeframe for development of additional public parking should be moved up.

Ippel stated he believes we have a current parking problem, and agrees the timeframe for parking improvements should be moved up. He also suggested that the proposed number of spaces needed be left open, for future determination. Ippel also requested that we obtain a cost estimate for adding 60 spaces of head-in parking on Bronson Street.

Action on the Amended and Restated Plans was tabled until a special meeting on March 7, 2016 so that all board members can review the complete materials and offer suggestions as to the final documents inclusions. It is anticipated that action will be taken at the next meeting so that the bond financing can stay on schedule with a recommendation to the Township Board prior to their March 14, 2016 meeting.

**IV. AMENDMENT TO DDA ORDINANCE TO PERMIT PROPERTY TAX LEVY WITHIN THE DDA DISTRICT**

It was moved by Harrison, and seconded by Bowersox, to recommend approval of the proposed amendment to the ordinance establishing the DDA to permit a property tax levy of up to two (2) mills in the DDA district.

Motion passed by 8-1 vote, with Wright voting no.

It was noted that Amway Corporation and associated entities (GELD) account for approximately 80% of the tax base in the DDA district.

*Kullgren (via video conferencing) and VanderWulp left the meeting at this point.*

**V. APPROVAL OF PROPOSED BUDGET FOR FY 2016-17 (April 1, 2016 – March 31, 2017)**

It was noted the proposed budgeted revenues for 2016-17 fiscal year include tax increment revenues of \$154,298 and DDA millage revenue of \$338,759.

It was moved by Norman, and seconded by Harrison, to approve the proposed budget for the FY 2016-17. Motion was approved unanimously.

It was noted that approval of the budget is not an approval for any specific project spending, which will still have to come before the board to be decided upon.

**VI. PROPOSED AMENITIES PLAN**

Ferro mentioned that there is a need for an analysis to determine the proper allocation of available funds among competing needs: (1) amenities, (2) parking capacity, (3) roads and (4) other needs. There is a limit to the amount of funding available and striking a good balance amongst the options is the goal.

**VII. UPDATE ON ENVISION ADA IMPLEMENTATION**

a. Parking Study

Ferro stated the parking study completed by Rich and Associates seems to indicate that the Village does not currently have a parking capacity problem. However, he added that the study did identify a lack of parking during the peak lunch hour timeframe, in certain areas of the Village. It was decided after much discussion that the DDA will first complete easy to achieve initiatives to better utilize the existing parking supply: (1) install parking signage indicating all available public parking (ie. the Community Church), (2) distribute maps, possibly laminated, to business and property owners to post in their establishments so that the public is aware of their parking options and (3) remind business owners that their employees should utilize the lesser occupied parking options in the Village so that nearby options are available to their customers and rotating frequently throughout the day.

Ferro distributed a possible site plan for increased parking behind and to the north of Ada Insurance on Bronson Street. Table 1 in the Development Plan has a line item for 20-30 surface parking spots with a budget of \$280,000.

Ippel stated he believes the estimated cost of \$280,000 is too low. He stated the opening of a new 100 seat restaurant in the area is anticipated to create additional parking demand and current businesses in the area are concerned for their customers' parking needs.

Harrison suggested either an ad hoc committee or a special meeting to specifically address parking.

b. Headley Street Extension – Design/Schedule Status

Ferro reported Heidi Christines is moving into their new location in the next 1-2 weeks. Demolition of their current building will occur soon after. Street construction for the Headley extension south to Thornapple River Drive (TRD) will occur from April 1, 2016 through July 4, 2016. Ferro stated during the majority of the construction timeframe there would be no traffic disruption, since the construction will be occurring off existing streets. The most disruptive piece of this phase will be the connection of the Headley St. extension to Thornapple River Drive. Ferro stated options are being studied to complete the connection in a manner that minimizes the extent of traffic disruption.

c. Balance of Ada Drive Re-construction – Design/Schedule Status

Ferro stated the re-construction of Ada Drive from Headley St. to Fulton Street is scheduled to start after July 4, 2016 and run through late Fall. This portion will have to be done in phases because access to all businesses along Ada Drive needs to be maintained at all times. Township officials and project engineers will be meeting with affected business and property owners very soon to discuss potential solutions to access challenges.

For both street projects, township officials and project managers are committed to doing a better job with detour signage for residents/customers and communication with tenants/property owners.

d. Status of New Development Proposals

Ferro reported a proposed redevelopment of the AGO gas station site with the addition of a McDonalds restaurant with drive-through windows was introduced to the Planning Commission recently. Discussion ensued amongst the board members regarding the drive through option for “legacy” tenants of the Village. Previous board discussions included consideration being given to long-term businesses in the Village being affected by the redevelopment of the Village.

Ferro added a classroom addition is also proposed at the Big Steps / Little Feet child care center.

Ferro noted that construction would begin soon on the new River Valley Credit Union building and Paul Ortez State Farm Insurance agency building, both on the west end of Headley Street.

Ferro stated plans would be submitted soon for a proposed 20,000 square foot medical office facility, on Fulton Street north of the Post Office, and a liquor store, Ada Liquor, will be moving into space on Ada Drive next to the barber shop.

e. 2016 Communications and Promotions Plan

A communications packet and proposed year-long calendar of events was presented to the board. The work is being provided by Amway Corp. to help align the activities in the Village and create better awareness and excitement around community events in the Village. Comments were mostly positive and thankful for Amway’s lead in the PR campaign. Suggestions included earlier notification of planned events and efforts to allow/inform local businesses of the opportunity to participate and/or vendor the events.

## **VIII. REPORTS AND COMMUNICATIONS**

a. DDA Financial Report, 01/31/16

Financial report through 1/31/16 was presented by Ferro.

b. Communications

Ferro noted that bond counsel has recently suggested that our bonding capacity is likely to be around \$6.1 million, which may increase the Township/DDA contribution to Envision Ada projects around \$7.5 million, when including cash on hand.

c. Board Decisions

Harrison noted that recent Board Meetings have been very full with many items needing to be covered due to all of the activity in the Village. In order to give specific items the necessary time for board review and discussion, it was decided to hold DDA Board meetings for the next 3 weeks, as follows:

Monday, March 7, 2016, 8:00 a.m. – Discuss the Development Plan  
Monday, March 14, 2016, 8:00 a.m. – Discuss Parking Issues  
Monday, March 21, 2016, 7:00 p.m. – Discuss Public Amenities

The location will be Ada Township Offices with assistance being offered by Amway Corp. to address the video conferencing difficulties that were experienced at today's meeting.

**IX. PUBLIC COMMENT**

Jeff Hugger, of Schnitz Deli at 597 Ada Drive SE, thanked the DDA board for taking seriously the issue of parking around Ada Village. He stated that business owners are scared regarding the future and stressed over things that are outside of their control. As a business owner who relies on available nearby parking for his patrons, he is very attuned to this issue and hopes that the DDA maximizes the easiest to obtain parking spaces in the older section of Ada Drive. Specifically, he mentioned making more "head-in" parking spots available on Bronson Street as a more cost-effective means of increasing the Village parking capacity.

**X. ADJOURNMENT**

It was moved by Bowersox, and seconded by Norman, to adjourn the meeting at 10:20 a.m.

Motion passed unanimously.

(Note: Approved corrections to draft minutes indicated by underscore and strikeout marks).

Respectfully submitted:

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Devin Norman, Secretary/Treasurer