

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE MARCH 5, 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, Devin Norman, Walt VanderWulp, Ted Wright

BOARD MEMBERS ABSENT:

STAFF PRESENT: Jim Ferro, Planning Director

PUBLIC PRESENT:

Bryan Harrison, Jim Todd

APPROVAL OF AGENDA

The agenda was approved by consent.

APPROVAL OF MINUTES OF FEBRUARY 6, 2012 MEETING

It was moved by Bowersox, seconded by Wright, to approve the minutes of the February 6, 2012 meeting as presented.

Motion approved unanimously.

STATUS OF BRONSON ST. PROJECT

Haga reported that glare shields for the new lights on Bronson St. have been ordered, but are not in yet. He stated these would be the same as the shielding that was installed on the Thornapple River Dr. lighting when similar complaints were received about illumination levels when those lights were installed.

Ippel asked if the lights near the Ada Drive intersection could be left as is. Haga replied that they should not be treated differently, from a consistency standpoint, and that the brightness issue also affected traffic on Ada Dive.

DDA FINANCIAL REPORT

Ferro presented a revenue and expense report for the current fiscal year through the end of February, for the DDA as a whole, and for the Farmers' Market. He noted that the only expenditures for the Farmers' Market since the project account for the market was created have been a \$125 continuing education expense for Kullgren's attendance at a MIFMA conference in Lansing, and an encumbrance of \$2,635 for operating supplies, which is an order of market baskets, which has not been invoiced yet.

Kullgren reported that the basket order is for 1 pallet, which contains 160 baskets.

FARMERS' MARKET PARKING AGREEMENT WITH PENINSULAR OIL

Kullgren presented a proposed license agreement with Peninsular Oil, to allow a portion of their parking lot to be used by the Farmers' Market for vendor parking. He noted that there are no changes proposed from last year's agreement, other than date changes to reflect this year's market schedule.

If was moved by VanderWulp, seconded by Norman, to approve the proposed license agreement with Peninsular Oil.

Motion approved unanimously.

UPDATE ON FILLING OF DDA BOARD VACANCY

Haga reported that the DDA Board vacancy was advertised in the Cadence, on the Township web site, and in the Township's Adaview newsletter, which just came out last week. He stated he wished to wait for at least two weeks after the Adaview publication to see if additional applications are forthcoming. He noted he received 3 additional applications resulting from the advertising, including one from a staff member at the Stone Falls apartment complex,

Kullgren suggested the appointment of a small subcommittee to review applications and develop input from the DDA Board to provide to Haga regarding an appointment. Wright offered to serve on this subcommittee. Kullgren stated he and Wright would schedule time to review applications.

STATUS OF PROPOSED DDA BUDGET, FY 2012-13

Ferro presented the most recent draft of the proposed DDA budget for FY 2012-13. He stated that the only change from the draft presented last month was the addition of a \$100,000 transfer of funds from the General Fund to the DDA Fund, as was recommended by the DDA Board last month. Ferro noted that the intent of the transfer was to establish a source of funding for a future DDA Plan implementation project, and that it was not anticipated that any of this transfer would be expended in the coming year. Ferro stated this transfer was also recommended by the Planning Commission, in its approval of the Capital Improvements Plan.

Wright asked when the DDA would be ready to move forward with a significant project. Kullgren suggested that the DDA's plans for the future be placed on the agenda for discussion at the April meeting.

Following discussion, it was moved by Norman, seconded by Bowersox, to recommend to the Township Board that the proposed budget be adopted.

Motion passed unanimously.

FARMERS' MARKET UPDATE

Kullgren reported the vendor kickoff event for the 2012 season is tomorrow, March 6. He also reported the Market has been accepted to participate in the State's "Double Up Bucks" program, which allows Bridge Card holders to obtain twice the value of their Bridge Card purchases at the Market, when used to purchase fresh fruits and vegetables that are produced in Michigan. He stated the Market is partnering with volunteers from Flat River Outreach Ministries in Lowell, to assist in running this program.

Kullgren also reported he is recruiting "busker" musicians to perform at the Market, and has gotten about 20 responses from musician's or musical groups interested in performing at the Market. He noted that the Market will need to pay licensing fees to ASCAP and BMI for musical performances at the Market. He stated that since we are a small community, the fee for this should be small, in the range of \$300 to each licensing group, and the license will apply to all Township-sponsored events, not just the Market.

COMMUNICATION FROM NOELLE DIVOZZO REGARDING BRONSON ST. PARKING

The Board reviewed the petition and cover letter submitted by Noelle Divozzo, requesting that the Township not install 7 additional parking spaces on Bronson St. this summer.

In discussion, it was noted that the design of the Bronson St. project, including the plan for 30 parking

spaces, was the product of lengthy study and deliberation by the DDA Board, including lots of opportunity for public involvement by residents of the Village. Several Board members questioned Divozzo's conclusion that there is not a need for additional parking in the Village, and questioned whether conclusions could be drawn from the limited amount of data referenced in Divozzo's letter.

Ippel stated there is a parking shortage in the Village, and cited as an example an upcoming date in the spring when both his shop and the Ada Grill both have special events planned on the same day.

Norman commented that we only have "one bite at the apple" on this, and the parking should be added.

Korth stated the DDA Board needs to balance both the interests of businesses in the Village as well as the residential community in the Village, and suggested the possibility of postponing a decision pending some additional study to determine whether there is or is not a parking shortage in the Village.

Ippel questioned how such a study would be undertaken.

Ferro commented that there are consultants who specialize in parking studies.

Korth suggested at a minimum, if the DDA Board's position on the issue is unchanged, the Board should document its reasons for moving forward with the parking, and communicating directly with Divozzo and Bronson St. residents regarding the DDA Board's position on this issue.

Kullgren stated he would draft a letter to be sent to residents.

Ippel commented that the Bronson St. project has had a positive impact on the Ada Grill's business, and that as a result, the Ada Grill has committed to expand the restaurant into the entire second floor of his building, which will involve a major expenditure to improve the space, and hiring of new employees.

LICENSE AGREEMENTS WITH COMMUNITY CHURCH

Kullgren pointed out that the two license agreements that the Township has with The Community, one for the Farmers' Market and one for use of the church parking area for public parking, are both up for renewal this year. He stated that DDA Board members should be thinking about whether they wish to renew the public parking agreement, and whether it is providing any benefits.

Norman noted that he has several employees who park there. Ippel stated that his employees would be parking there again after his slow time of year ends.

FOREST HILLS COMMUNITY EXPO

Kullgren noted he needs volunteers to staff the Farmers' Market booth at the March 17 community expo event, since he will be out of town at that time.

PUBLIC COMMENT: There was no public comment.

ADJOURNMENT:

The meeting was adjourned at 9:40 a.m.

Respectfully submitted:

Tom Korth, Secretary