

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF THE MARCH 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 8:05), Margaret Idema Justin Knapp, Devin Norman, Ted Wright

**BOARD MEMBERS ABSENT:** Walt VanderWulp

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

**PUBLIC PRESENT:** Kevin Moran

**II. APPROVAL OF AGENDA**

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

Motion passed unanimously.

**III. APPROVAL OF MINUTES OF FEBRUARY 12 MEETING**

It was moved by Idema, seconded by Bowersox, to approve the minutes of the February 12 meeting as presented.

Motion passed unanimously.

**IV. APPROVAL OF PAYABLES**

It was moved by Idema, seconded by Harrison to approve payment of the Ada Historical Society invoice for installation of the Rix Robinson interpretive panel in the amount of \$500, the Hopkins Fundraising Consulting invoice for services through February 16 in the amount of \$5,800, and the Woods Landscaping invoices for garland removal and snow removal services through February 28 in the amount totaling \$4,755.

Motion passed unanimously.

**V. APPROVAL OF 2018-2019 DDA BUDGET**

Ferro presented the 2018-2019 DDA budget. He stated that the budget shows a net increase of revenues over expenditures of \$137,122. Ferro noted that the Contract Services line item will be reduced because the streetscape services contract will be taken out.

Norman asked for an explanation of why the 2017 contract services line item was much higher.

Ferro stated that is because it included other consulting services work including for the park design as well as Seyferth PR services.

It was moved by Norman, seconded by Wright to approve the 2018-2019 DDA Budget with revisions.

Motion passed unanimously.

**VI. CONTRACT AWARD FOR STREETSCAPE MAINTENANCE SERVICES**

Hilbrands presented the two bids that were received for the contract providing streetscape maintenance services in the Village for the next three years. He stated that the low bid was from Kuiper Landscape Management, and Kuiper has been providing streetscape maintenance services for the Township for the past 6 years. Therefore, he recommended that the bid from Kuiper Landscape Management be accepted.

Ferro presented the updated 6-year projections of the DDA fund balance that now included projected revenue from the Local Government Stabilization Fund. He stated that after including these projected revenues the DDA is projected to have a stable and slightly increasing fund balance.

Wright asked if there is a chance that the funding could go away all together.

Ferro stated that he believes there has already been appropriations made by the state for several years in increasing amounts.

Harrison stated that the DDA Board needs to define what its role will be going forward. He said there needs to be a discussion about what the DDA wants to spend its money on and who is responsible for what in the Village. He stated that it could be helpful to look at what other townships and cities are doing.

Norman asked if there is any update to TIF funding and if the millage has caught up to its base year.

Ferro stated that it has not caught up yet and the current ad valorem taxable value is below the base year.

Harrison asked how long the DDA millage runs for.

Ferro stated that the 2 mill levy of the DDA has no expiration date.

Wright stated that while talking about funding, the DDA needs to keep in mind the greenspace on the north side of Headley Street which will revert back to Amway ownership if nothing is done with it. He stated that if the DDA keeps spending money and does not have any money to put into that space then it could revert back to Amway.

Harrison stated that there should be a needs-survey conducted looking into how we are using all the recreation property in the Township and how that property fits into our vision.

Idema stated that this seems to be a very important topic that we should address and figure out how we're going to do that.

Haga stated that he has some ownership of that and is working on getting a group of representatives including Board members, DDA members, and residents to take a look at that.

Wright asked if someone could report back on the date when the green space north of Headley Street would revert back to Amway ownership.

Harrison stated that there still needs to be a discussion on what costs the DDA is being asked to cover. He stated that he is concerned that the DDA members come to a meeting and they are being asked to pay for things that the DDA did not request.

Norman stated that often the DDA is not part of the discussion of what they are being asked to pay for.

Haga stated that he has been a little bit of an instigator with this and he has pushed some of these projects to the DDA because they are within the DDA district. He stated that he has pushed some a little more than he should have, but that the DDA and the Township need to work as a team on this.

Idema stated that it sounds like a role clarification discussion would be helpful.

Norman asked what is a good way to figure out what is expected of the DDA, and what process do we need to do that.

Ferro stated that it could be some type of a joint committee or work session topic between the Township Board and DDA Board. He stated that there also could be a formal policy created.

Harrison stated that the DDA needs have its own conversation to determine what the DDA's role is and then tell that to the Township. He stated that we should look at the ratio of income that is going to the Township or the DDA and discuss when new obligations come up who will be responsible for them.

Haga stated that we can investigate with Cascade and with other neighboring DDAs to see how they operate.

Idema asked if it makes sense at the next meeting to talk about the DDA's role in terms of what its responsibility is with expenditures and maybe see a summary of what the Township and DDA are paying for.

Wright stated that the DDA should also look back on its charter to see why it exists.

Haga stated that staff could take a look at the charter and statutes as well as what other DDAs are doing and present some talking points for the Board to focus on.

Norman suggested that a subcommittee be formed to review information from the staff and then meet to go over that information before the next meeting.

Harrison suggested also looking at the other millages and funds that are being collected, such as the Open Space and Parks millage.

Ferro made note that the Parks, Recreation and Land Preservation Advisory Board is shouldering part of the debt service for the bonds that were issued in 2017.

Coe, Norman and Haga were appointed to the subcommittee to review the role of the DDA. Harrison also stated that he could be available as needed.

Hilbrands stated that the streetscape maintenance bid from Kuiper Landscape Management was for \$53,861.76 for three years, and that 50% of that cost would come to \$26,930.88.

Norman stated that he has no problem with the cost, but he is concerned about the precedent that it sets if the DDA agrees to cover some of the costs.

Wright stated that he believes that the DDA needs to start growing or at least protecting its fund balance, especially with keeping the Headley green space in mind.

It was moved by Haga, seconded by Wright to revert the funding of the Streetscape Maintenance Contract back to the Township Board.

Norman stated that this does not prevent the DDA from funding it in the future, and that everyone would feel a little better about it if they know exactly where the DDA stood.

Wright stated that this is about the DDA holding themselves fiscally responsible.

Harrison stated that he does not want this to feel antagonistic towards the Township Board.

Motion passed 7-1.

## **VII. REPORTS AND COMMUNICATIONS**

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

Ferro stated that work continues to move along on the restroom building and portions of the park that are immediately adjacent to the River Street right-of-way such as retaining walls and barrier free ramps.

Wright asked if we learned anything from the last flood that we had and if we had any issues from it.

Ferro stated that he did not think there was any significant damage.

### **b. Community Center/Library Building Update**

Ferro reported that the RFP for architecture firms was issued for the community building/library and the proposals are due on March 30<sup>th</sup>. A committee was appointed by Haga to review proposals and conduct interviews. The Project Manager from JLL will be circulating proposals to all of the members of the building committee to go through some numerical rankings to create a short-list of interviews. Ferro stated that he believes the Township Board will award the contract by their first meeting in May.

Hilbrands provided an update on the Capital Campaign. He stated that the campaign is over half way to its goal and they are anticipating a public announcement at the end of June.

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

Ferro stated that the Township Board retained traffic engineer Pete LaMourie from Progressive AE to look at traffic conditions in the Village as well as pedestrian movement issues. Ferro stated that some of LaMourie's recommendations concur with the Township's project to install bump outs along Ada Drive at Thornapple River Drive and Bronson Street. A slight modification to that project was to retain left turn lanes on Ada Drive. There were also recommendations to use more bright and visible color on the pedestrian crossing signs on Ada Drive near Bronson Street as well as the Fase Street pedestrian crossing, and to install temporary vehicle speed sign boards on Ada Drive facing traffic coming down the hill.

Knapp asked what the next step was.

Ferro stated that the Township Board is budgeting for the bump out project and for purchasing two speed boards, and the KCRC has committed to funding half of the bump out project.

Idema suggested that this should be revisited once the Village is more built out.

### **d. TIF Reform Legislation**

Ferro stated that a summary was provided to the Board members that summarizes amendments to the DDA statute that have been approved by the legislature. Ferro stated that the main impact on DDAs is in reporting requirements to the state.

**e. DDA Financial Report, 2/28/18**

Hilbrands presented the DDA financial report and highlighted some of the major expenditure items. He stated that the Farmers' Market 2017 season concluded with a net income of \$1,182.80 and the market will start the 2018 season with a fund balance of \$13,869.20.

Harrison asked if there was an estimate of how many people come to the Farmers' Market.

Ferro stated that the Market Manager might have some estimates but he is not aware of any quantitative counts.

Harrison stated that it would be helpful to know how many people attend so that if the market is moved to River Street we can tell businesses how many people it brings to the area.

**VIII. BOARD MEMBER COMMENT**

Norman stated that he had one community member remind him to keep the idea of a Veteran's Memorial on everyone's radar.

Ferro stated that he had a meeting with a local non-profit organization that has been supporting the creation of a Veteran's Monument, and the Township is looking into the feasibility of having it placed on a small plaza within the riverfront park.

**IX. PUBLIC COMMENT**

Hilbrands stated that once again there would be a Leprechaun Hunt that he is helping put on. He stated that it is scheduled for March 16 and he is contacting Village businesses to see if they would like to participate.

**X. ADJOURNMENT**

It was moved by Wright, seconded by Idema to adjourn the meeting.

Motion passed unanimously.

The meeting was adjourned at 9:56 am.

Respectfully submitted:

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Devin Norman, Secretary/Treasurer