

**ADA TOWNSHIP  
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS  
MINUTES OF THE MAY 3, 2010 MEETING**

The regular May 3, 2010 meeting of the DDA Board 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, Betsy Ratzsch, Walt VanderWulp, Ted Wright

**BOARD MEMBERS ABSENT:** Devin Norman

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

**OTHERS PRESENT:** Brian Schiffelbein, 7247 Bronson St.

**APPROVAL OF AGENDA**

The agenda was approved by consent.

**APPROVAL OF MINUTES**

It was moved by Korth, seconded by Wright, to approve the minutes of the April 5 meeting as presented.

Motion approved unanimously.

**FARMERS MARKET UPDATE**

Kullgren reported that 34 vendors are registered, occupying 50 vendor spaces. Kullgren added that this compares to 28 vendors in 40 spaces last year. He also stated that most of the vendors have signed up for the full expanded season, with the optional weeks at the beginning and end of the season.

Kullgren stated that volunteers are needed to staff the market.

He also reported that there is a possibility that our market will be selected by MSU Extension for the conduct of an assessment of the market, its customer volume and its economic impact, using a survey methodology developed by MSU, called a "Rapid Market Assessment."

Kullgren added that the "adafarmersmarket.com" web address now connects to the Farmer's Market page on the Township web site. He noted that the Farmer's Market needs to be added to the events calendar on the web site.

Kullgren presented a design for street banners to be installed on light poles along Thornapple River Dr. in the vicinity of the market location, and requested authorization to purchase 8 banners and needed hardware. He noted that to date, approximately \$4,800 in revenue has been received from vendor registration fees.

It was moved by Haga, seconded by Korth, to authorize expenditure up to \$1,000 for purchase of additional street banners.

Motion approved unanimously.

**BRONSON ST. PROJECT; DRAFT LETTER TO TOWNSHIP BOARD**

Korth presented the draft letter he prepared to the Township Board on behalf of the DDA Board, regarding postponement of the Bronson St. project until next year.

Haga reported that the Public Works Committee recently met to review and prioritize local road repair projects for the next year. He also reported that the Township Board has postponed placing millage renewals for Parks and Police/Fire on the ballot, and that these renewals will probably not be on the ballot until 2012. Haga stated that he believed the Public Works Committee would be the appropriate body to evaluate and make a recommendation on any potential road millage.

Kullgren recognized Brian Schiffelbein, resident at 7247 Bronson St., who commented that he is concerned that the Phase 3 Bronson St. streetscape project is now competing with other potential road projects around the Township.

Hag commented that he has researched the Township's ability to borrow from the Public Safety Fund for the Bronson St. project, and that the Township's auditors have recommended against it.

(Note: Board member VanderWulp left the meeting at this time.)

Korth commented that his suggestion in the letter was not for a loan but to actually use Public Safety funds for the portion of the Bronson St. project that was public safety-related.

Haga pointed out that the ballot proposal authorizing the millage was titled "Police and Fire" millage.

Ippel stated he does not believe that the Bronson St. project should be lumped together with other road repair projects.

Korth commented that his intent in the letter was to try to identify a "road map" or course of action to identify a package of funding sources for the project. He expressed concern that the Board is not focusing on how to get the project done. He suggested that a Subcommittee of the Board be created to focus on identifying funding sources.

Ippel stated he believed the letter should state that the Bronson St. project is not just a road repair project.

Korth stated he would use the input received from members to revise the draft letter with Terry Bowersox, and distribute it to all members for comment.

It was moved by Wright, seconded by Bowersox, to authorize a revised draft of the letter incorporating input provided to be sent to the Township Board.

Motion passed by 7-1 vote, with Haga voting no.

(Note: Member Korth left the meeting at this time.)

## **M-21 BRIDGE REPLACEMENT PROJECT UPDATE**

Haga reported there is no new information at this time regarding the schedule for bridge replacement.

## **CORRESPONDENCE FROM PLANNING COMMISSION**

A letter from the Planning Commission to the DDA Board was reviewed, encouraging the DDA Board to renew efforts to implement the civic green space project on M-21 envisioned in the Village Design Charrette.

Kullgren stated he was looking for input from the DDA Board on how to proceed and who should be involved. He noted that based on his earlier discussions with an Amway executive, he believes there is a need to re-vitalize the Township's relationship with Amway.

It was suggested that other owners of large properties in the Village be engaged along with Amway regarding implementation of the priority projects that came from the Charrette process.

**PUBLIC COMMENT** - None

**BOARD COMMENT**

Ratzsch suggested that the DDA be more involved in promoting pedestrian safety in the Village.

Bowersox noted he will be absent for the June meeting.

**ADJOURNMENT**

It was moved by Bowersox, seconded by Ratzsch, to adjourn the meeting was adjourned at 10:05 a.m.

Motion carried.

Respectfully submitted:

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Tom Korth, Secretary