

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE MAY 8, 2017 MEETING
ADA, MICHIGAN**

I. CALL TO ORDER AND ROLL CALL

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

BOARD MEMBERS PRESENT: Terry Bowersox, Bryan Harrison, Jim Ippel, Bob Kullgren, Devin Norman, Walt VanderWulp

BOARD MEMBERS ABSENT: Sarah Andro, George Haga, Ted Wright

STAFF PRESENT: Jim Ferro, Planning Director

PUBLIC PRESENT: Ken Dixon, Jennie MacAnaspie, Eileen McNeil, David Madiol

II. APPROVAL OF AGENDA

The agenda was approved by consent.

III. APPROVAL OF MINUTES OF APRIL 10 MEETING

It was moved by Bowersox, seconded by Harrison, to approve the April 10 minutes as presented.

Motion passed unanimously.

IV. FARMERS' MARKET, 2016 ANNUAL REPORT

Jennie MacAnaspie, Farmers' Market Manager, presented information regarding vendor registration fees for the 2017 season and the mix of vendors anticipated in the market this year.

Kullgren commented that we should try to maintain a vendor mix that is predominantly food vendors.

Ferro pointed out that at last month's meeting, Sarah Andro had commented on the impact that the market has on the Blimpie/Saburba parking lot, and that some vendors were parking there last year. He asked that Jennie monitor this and take steps to prevent it.

Kullgren asked MacAnaspie to prepare a vendor category chart for 2017 for the Board, similar to the chart she prepared for 2016.

V. EXTENSION OF AGREEMENT WITH THE COMMUNITY CHURCH FOR USE OF PROPERTY FOR FARMERS' MARKET

Ferro presented a proposed letter agreement with The Community church to extend the arrangement for use of The Community church parking area for the Farmers' Market through the 2017 season.

It was moved by Harrison, seconded by Bowersox, to approve the agreement.

Motion approved unanimously.

VI. REPORTS AND COMMUNICATIONS

1. DDA Coordinator Recruitment

Ferro provided an update on recruitment for the DDA Coordinator position. Kullgren asked that we

contact the GVSU placement office as a source for candidates.

The Board discussed the process that should be used for the candidate review and selection. Bowersox expressed an interest in participating on a review/selection Committee. It was suggested Andro be contacted regarding her interest in participating.

2. Parking Study Update and Parking Committee Report

Ferro updated the Board on the status of the parking study update and the completed Parking Committee report. He noted there may be additional refinements to the Parking Committee report and recommendations. He shared with the Board the table and maps from the draft parking study report showing projected building square footage and future parking supply and demand by sub-area in the Village.

Ferro noted there would be a future joint work session of the Township Board, DDA Board, Planning Commission and the Parking Committee to review and discuss these reports, and that the final Parking Study Update report would be distributed to DDA Board members this week.

3. Capital Campaign Feasibility Study Report

The Capital Campaign Feasibility Study Report was distributed to Board members. He stated another joint work session between the Township Board and DDA Board would be scheduled to hear a presentation from Hopkins Fundraising Consultants regarding the results of the feasibility study. Ferro stated a meeting date poll would be conducted to try to maximize attendance.

Norman commented that the square footage projections for the block he is located in do not appear to be accurate. Ferro indicated he would look into the accuracy of the data for that block.

Kullgren stated we need to verify the accuracy of all the data.

4. Amendment No. 1 to Public Infrastructure, Amenities and Grant Agreement and Tax Sharing Agreement between DDA and Ada Township

Kullgren reported that the two agreements are not yet ready for Board review, and that the Township Treasurer is poring over the Township financials to provide input to these agreements.

5. Construction Plans and Specifications for Riverfront Park

Ferro reported we are moving ahead with design work on the riverfront park, including repurposing the schoolhouse on the park site for public use, with the goal of having plans out for bid by early June, with a construction start date of late-July to early August.

Norman asked whether we gave any consideration to the building being used for anything other than bathrooms, for other public use.

Ferro responded that the proposal is to divide the building into two separate spaces, with a portion used for restrooms and a portion used as multipurpose space for displays and small group gatherings.

Board members discussed the relative pros and cons of use of the schoolhouse as proposed versus the interest expressed by a private entity to use the building for private business use.

Following discussion, the consensus of the Board was that Kullgren should obtain additional details from Geld, LLC regarding the nature of the private use that has been contemplated as an alternative to the

Township's proposed use, and communicate this information to the DDA Board.

6. Status of Ada Drive Reconstruction

Ferro stated that things seem to be going well in terms of the public understanding how to access Ada Drive businesses during construction. He noted we have had some citizen contact expressing concern with the left turn delays at the Headley/Ada Dr. intersection in the morning. Ferro noted Phase 2 of the construction on Ada Drive was planned to start in early June.

Eileen McNeil, Seyferth PR, noted that the phase 2 plan for access to businesses would be more complicated, and we are gearing up for the communications effort to educate the public on how to access businesses.

Ippel asked whether we are communicating personally with individual businesses in the shopping center. Ferro stated he has spoken with Vitale's ownership, and Chase Bank branch representatives, but not others.

Norman commented that there seems to be a much more rapid response by the Township to concerns raised than there was previously.

Ippel asked when Vitales would be moving. Ferro stated he believed that the property owner is working with Vitales to develop a plan for them to remain open in their current location until their new location is completed.

7. Status of Bronson St. Parking Project

Ferro reported that the Bronson St. parking project should be completed prior to Memorial Day.

VII. BOARD MEMBER COMMENT

Norman asked whether the large sign on the Thornapple Valley Baseball dugout on Thornapple River Dr. was being removed. Ferro stated that the Township has communicated to the baseball league and Lion's Club that it needs to be removed.

Ippel stated that in considering whether to add special events at The Community parking lot, we need to consider the impact this has on parking, and shifting of employees to parking in other locations.

Ippel expressed concern that the parking study does not take into consideration real life, on-the-ground circumstances. Ferro stated that the analysis is based on actual counts of parking space useage.

Ippel stated the different conditions on Tuesdays when The Community Church lot is not available for public use is an example of actual conditions that need to be considered. Ferro responded that the parking study included collection of parking usage data during Farmers' Market operations, and that the data is in the Final Report.

Ippel asked whether the Township has actively pursued a permanent parking arrangement with The Community church. Ferro stated we have, and that the church's current position is they are not ready to engage in any active discussions or commitments until their leadership group consults with the entire church membership regarding the future direction of the church, which they plan to do on a Sunday in June.

Kullgren stated that The Community has expressed a desire to remain in the Village.

Harrison stated that there are many moving pieces, and that if we have the Headley Street property available, public parking at the church site may not be the highest and best use.

XI. Public Comment

Eileen McNeil, Seyferth PR, updated the Board on the business window art display and competition that is being jointly organized by the Ada Business Association, Ada Arts Council and Kendall College. She encouraged Board members to see the window art on a number of business display windows in the Village.

ADJOURNMENT

It was moved by Bowersox, seconded by Harrison, to adjourn the meeting at 9:30 a.m.

Motion approved unanimously.

Respectfully submitted:

Devin Norman, Secretary/Treasurer