

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE JUNE 11, 2018 MEETING
ADA, MICHIGAN**

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:00 a.m. by Chairperson, Bowersox.

BOARD MEMBERS PRESENT: Terry Bowersox, George Haga, Bryan Harrison, Margaret Idema, Devin Norman, Walt VanderWulp

BOARD MEMBERS ABSENT: Dawn Marie Coe, Justin Knapp, Ted Wright

STAFF PRESENT: Jim Ferro, Planning Director, Brian Hilbrands, DDA Coordinator, Adina Winczewski, Administrative Assistant

PUBLIC PRESENT: Kevin Moran, Township Treasurer

II. APPROVAL OF AGENDA

It was moved by VanderWulp, seconded by Harrison to approve the agenda as presented.

Motion passed unanimously.

III. APPROVAL OF MINUTES OF MAY 14 MEETING

It was moved by Harrison, seconded by Idema, to approve the minutes of the May 14 meeting as presented.

Motion passed unanimously.

IV. APPROVAL OF MINUTES OF MAY 22 JOINT WORK SESSION

It was moved by VanderWulp, seconded by Idema, to approve the minutes of the May 22 joint work session.

Motion passed unanimously.

V. APPROVAL OF PAYABLES

Norman asked when Hopkin's Fundraising services would be completed. Ferro stated an official date is not set but would most likely be end of September.

It was moved by Norman, seconded by Harrison to approve payment of the Hopkins Fundraising Consulting invoice for services through May 15 in the amount of \$5,800.

Motion passed unanimously.

VI. REPORTS AND COMMUNICATIONS

a. Status of Riverfront Park Construction

Ferro stated that construction is about two weeks behind. Phase 1 won't be complete until end of June. The concrete contractor is currently working on-site.

Idema asked if the Bur Oaks were donated. Ferro stated the trees were donated by Rooks Landscaping but the Township paid for transplanting.

Idema asked if more trees were coming down along the riverfront. Ferro stated that there will be more trees taken down, particularly along the north half of the park.

b. Community Center/Library Building Update

Ferro stated the first meeting with the architecture and building team will be on June 18th. There is a recommendation for approval at today's Township Board meeting to approve Erhardt Construction as construction manager / general contractor.

Idema asked if it was known when public input meetings for the project would be held. Ferro stated that the weeks have been identified but specific dates have not yet been identified.

c. Revised Village Banner Design

Ferro stated two alternative banner options were emailed to him this morning. Ferro distributed those designs to the Board.

VanderWulp asked if there was a cost with the banner re-design. Ferro stated it was around \$300 which is less than previously estimated.

After Board discussion, it was decided to use banner option #2, the banner with the covered bridge and block printing.

d. Costs of Village Business Page on Township Website

Hilbrands stated he met with Supervisor Haga, and Clerk Smith, to discuss Township website updates. One idea that relates to the DDA is highlighting a business section on the website. Cascade Township has something similar. Examples of what could be highlighted are groundbreaking, ribbon cuttings, as well as a business spotlight where a business within the DDA district could be highlighted periodically. Hilbrands stated they worked with the Township web designer on getting estimates and those range between \$2,400 - \$3,600. Hilbrands stated a vote of approval is not being requested at this time but he would like to know if the DDA is interested in creating a business page on the website and if they have any comments on the subject.

Norman asked who the audience would be. Hilbrands stated it would be the community, someone who comes into Ada and wants to know what businesses are here. Norman stated it would be helpful for businesses looking for space.

Hilbrands stated an updated business map is something that is being looked into.

Harrison stated he is curious to know how many clicks Cascade gets on their DDA section. He likes the business highlight idea but perhaps it should be done on the Facebook page. Harrison also commented that the directory approach to finding businesses has been replaced by use of search engines.

e. Citizens Council Minutes

Hilbrands stated the minutes for the May 9 meeting are in the DDA board packet.

Idema stated another member is needed for Citizens Council. Ferro stated we now have two candidates who will be interviewed by Supervisor Haga.

f. DDA Financial Report, 5/31/18

Hilbrands presented the DDA financial report. Boardroom nameplates was the only expenditure. Revenue to date for the Farmers' Market is \$5,550.00.

VII. BOARD MEMBER COMMENT

VanderWulp stated the sidewalks around the old part of the village are in need of repair. Ferro stated some of the area will be addressed as part of the intersection project at Ada Drive and Thornapple River Drive. Coordination will need to be made with the hardware store so their bricks are replaced at the same time as the intersection project.

Haga noted that some bricks are memorial bricks and also stated that estimates for downtown sidewalk repairs will be needed and put in the Ada Township Capital Improvements Plan.

VanderWulp stated that it might be useful to look into heated sidewalks for safety reasons.

Idema asked how the joint work session between the DDA and Township Board went since she was unable to attend. Harrison stated it was a good discussion of finances. The DDA Board members expressed a desire to free up DDA expenses by having the Township Board take on some of the infrastructure costs which would allow the DDA dollars to go towards other things. There are representatives from the DDA who will talk about DDA finances with the Township Finance Committee and a meeting schedule is currently being set.

Idema asked for clarification about the greenspace study. Ferro stated it is a project initiated by the Parks, Recreation, and Land Preservation Advisory Board. Greenspace needs within the village and the North Headley property are part of that study. The study is being done by a consultant approved by the Township Board. A major stakeholder meeting will be held sometime in August for public input.

VanderWulp asked if there is a system set up to alert the Township of any properties coming up for sale which could be used for future parking. Ferro stated there is not but there are people who know the Township has been interested in their property in the past. VanderWulp suggested creating a subcommittee to discuss the subject.

VIII. PUBLIC COMMENT

There was no public comment.

IX. ADJOURNMENT

It was moved by Harrison, seconded by Norman to adjourn the meeting.

Motion passed unanimously.

The meeting was adjourned at 8:36 am.

Respectfully submitted:

Devin Norman, Secretary