

**ADA TOWNSHIP  
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS  
MINUTES OF THE JUNE 15, 2015 MEETING**

The meeting was called to order at 8:00 A.M. by Chairperson Bob Kullgren, at the Ada Township office, 7330 Thornapple River Dr., Ada, MI.

**BOARD MEMBERS PRESENT:** Terry Bowersox, George Haga, Jim Ippel, Tom Korth, Bob Kullgren, Devin Norman

**BOARD MEMBERS ABSENT:** Bryan Harrison, Walt VanderWulp, Ted Wright

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

**PUBLIC PRESENT:** Susan Burton, Township Clerk, Norm Rhoades, Township Treasurer, Nate Geers, student, Steve Dertz, Amway Corp., Nick Wasmiller, Amway Corp., Austin Langlois, Amway Corp., Eileen McNeil, Seyferth PR, Bernie Veldkamp, Ada Historical Society

**APPROVAL OF MINUTES OF MAY 18, 2015 MEETING.**

It was moved by Bowersox, seconded by Ippel, to approve the minutes of the May 18 meeting as presented.

Motion passed by 6-0 vote.

**DDA FINANCIAL REPORT, 05/31/15**

Ferro presented revenue and expenditure reports for both the DDA overall and the Farmers' Market.

**PROPOSAL FOR ARTISAN MARKETS, RIGHT BRAIN EVENTS**

Consideration of this item was postponed to later in the meeting.

**STATUS OF HEADLEY STREET RECONSTRUCTION PROJECT**

It was noted that the project schedule calls for construction bids to be opened on July 2. Kullgren noted that the July 13 meeting would be an important one and urged all members to attend.

**STATUS OF PROPOSED ENVISION ADA DEVELOPMENT AGREEMENT**

Kullgren stated that the latest iteration of the proposed agreement is now in hand, along with Township legal counsel's comments on the proposed agreement. Kullgren stated that counsel's comments need to be evaluated and negotiations undertaken on the terms of the agreement.

**PROPOSAL FOR ARTISAN MARKETS, RIGHT BRAIN EVENTS**

Teri O'Driscoll, Right Brain Events, was present with Jennie MacAnaspie, Farmers' Market Manager, to present a proposal for DDA sponsorship of an Artisan Market event series at the Farmers' Market venue on Thursdays. O'Driscoll stated she has a network of about 150 vendors that she works with in producing market events. She stated she believes an Artisan's Market would be successful in the Village and draw people to the Village. She is proposing to hold the events on Thursdays. She pointed out that the Township could be of assistance with signage for the events.

Jennie MacAnaspie stated The Community Church as expressed a willingness to host the events in their parking lot.

Haga asked how local businesses could be connected to the events in some way. Teri suggested the possibility of Artisan Market vendors placing their merchandise with local retail businesses.

Ippel stated that as a former business owner in the Village, he believes we need to be sensitive to having vendors who directly compete with existing businesses.

Haga suggested that O'Driscoll meet with the Ada Business Association Board and provide a presentation regarding the market concept.

Kullgren stated it is difficult to get businesses interested in participating in events such as this.

Korth stated he believed an event like this could be a stepping-stone in generating more vitality in the Village. He also suggested that Betsy Ratzsch, former Village retail owner, might be interested in participating in the market.

Ferro pointed out that if the Artisan's Market concept is approved, it would involve some additional time and compensation for the Market Manager's oversight of the market, of \$90 per market event. Ferro stated the market would have the potential to generate approximately \$200 of net income for the Farmers' Market, per event, based on an average of 20 vendors per event.

Following discussion, it was moved by Korth, seconded by Norman, to approve DDA sponsorship of an Artisan Market as proposed by Right Brain Events, with up to \$1,500 in DDA funds allocated for additional Market Manager compensation.

Motion approved unanimously.

## **PROPOSAL FOR TOWNSHIP/VILLAGE MARKETING/REBRANDING**

Nick Wasmiller, Amway Public Relations, presented a proposal for creation of a new logo for both the Envision Ada project and the Township overall, and a proposal for possible future special events in the Village. Several options for a new graphic image for use as a logo and branding of the Village and community were presented for feedback by the Board. Wasmiller stated the intent of the marketing and rebranding is to build upon momentum already generated through the Envision Ada planning process, while also building upon the community's valued past.

Austin Langlois, Public Relations Associate, Amway Corporate Communications, presented the options for a new community brand and logo, stating they were intended to be simple and straightforward, and pay homage to the community's historic roots.

Board members provided feedback on a preferred option, and suggested that it should graphically incorporate the Ada Covered Bridge in some fashion.

### **PUBLIC COMMENT:**

Eileen McNeal, Seyferth PR, suggested the possibility of using the July 4 parade as an opportunity to introduce the community to a new brand.

### **ADJOURNMENT:**

The meeting was adjourned at 9:40 am.

Respectfully submitted:

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Tom Korth, Secretary