

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE JULY 5, 2011 MEETING**

The meeting was called to order at 8:30 a.m. by Chairperson Bob Kullgren.

BOARD MEMBERS PRESENT: Terry Bowersox, George Haga, Tom Korth, Bob Kullgren, Betsy Ratzsch, Walt VanderWulp, Ted Wright

BOARD MEMBERS ABSENT: Jim Ippel, Devin Norman

STAFF PRESENT: Jim Ferro, Planning Director

PUBLIC PRESENT: None

APPROVAL OF AGENDA

The agenda was approved by consent.

ELECTION OF OFFICERS:

It was moved by Haga, seconded by Ratzsch, to re-elect the current officers to their positions for the current fiscal year, those being Kullgren, Chairperson, Bowersox, Vice-Chairperson, and Korth, Secretary-Treasurer.

Motion passed unanimously.

APPROVAL OF MINUTES OF JUNE 6, 2011 MEETING

It was moved by Bowersox, seconded by VanderWulp, to approve the minutes of the June 6, 2011 meeting as presented.

Motion passed unanimously.

STATUS OF PROJECTS:

Bronson St. Project/Sewer Force Main Project:

Haga reported bids were below the engineer's estimate on both projects, the bond sale rating was good, and the bond sale was successful. It was noted the Bronson St. project will not begin until after Labor Day.

Bob Kullgren asked if pedestrian crossing improvements at the Ada Dr./Thornapple River Dr. intersection are planned. Haga responded not at this time. Kullgren asked for this item to be revisited.

Traffic Management/Communications for Ada Dr. Sewer/Repaving Project:

Ferro distributed the written and graphic description of the planned construction schedule this summer. Haga stated that the Township would be posting signs directing motorists to available public parking during the period that parking is prohibited on Ada Drive.

Commercial Space Inventory:

Ferro reported that the database systems are in place to complete the inventory, and that the inventory work is underway. Base information contained in the assessment records has been exported, and is being refined to produce square footage and use information for individual tenant spaces. Ferro stated that the data will be organized in a way that comparison can be made with the inventory that was completed during the 2006 Village Design Charrette.

Kullgren asked if a detailed report could be provided at the August meeting, and Ferro stated this could be done.

Streetscape Furnishings Plan:

Ferro stated no additional progress has been made on this item since the last meeting.

Kullgren stated that we had discussed at last month's meeting that a volunteer is needed to "champion" this project. He suggested the possibility of Jamie Ladd as a candidate for this role.

Farmers' Market Update:

Kullgren reported that credit card usage has been good in the market. There have been very few Bridge Card transactions. He also reported that basket sales have been very good, with only about 85 left for sale through the rest of the season. He noted he intends to ration these so that the supply will last through the season.

Kullgren reported that the part-time Market-Manager-in-Training that was hired has resigned after only about a week on the job. He stated that he has an exit interview scheduled with her to obtain feedback. Kullgren stated that we should all be thinking of possible candidates for this role from within the community.

DDA Financial Report and Tax Increment Projections:

Ferro presented an accounting system printout reflecting \$963.75 in DDA revenue for the month of June, which is from Farmers' Market basket sales, and expenditures of \$698.00.

Ferro also reviewed information he prepared regarding the current negative status of the DDA's tax increment, and alternative projections for future growth of the DDA tax base. Ferro noted that the taxable value of property within the DDA is currently about \$6.3 million below the base year taxable value. It was noted that the length of time it will take for the DDA to have a positive tax increment and begin generating tax increment revenue will depend upon how much new development takes place in the DDA District, and whether the trend of decline in the value of existing property continues.

PUBLIC COMMENT

None

ADJOURNMENT

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

Motion passed unanimously.

Respectfully submitted:

Tom Korth, Secretary