

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE JULY 9, 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, Dawn Marie Coe, Justin Knapp, Ted Wright

BOARD MEMBERS ABSENT:

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

PUBLIC PRESENT: Kristen Wildes, Ada Historical Society

II. APPROVAL OF AGENDA

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

Motion passed unanimously.

III. APPROVAL OF MINUTES OF JUNE 11 MEETING

Wright stated, referring to the greenspace study in Board Comments within the June 11th meeting minutes, he feels the DDA has not done due diligence in communicating how important the Headley greenspace really is and feels there may not be enough community feedback. Ferro stated the online map tool is not the only method being used for getting public input. There will be additional public input methods used.

Haga made a point of order and stated this discussion can continue at the end of the meeting.

It was moved by Harrison, seconded by Haga, to approve the minutes of the June 11th meeting as presented.

Motion passed unanimously.

IV. APPROVAL OF PAYABLES

It was moved by Norman, seconded by Wright, to approve payment of the 6/15/18 invoice from Hopkins Fundraising Consulting for capital campaign services in the amount of \$5,800.

Motion passed unanimously.

V. APPROVAL OF BANNER PURCHASE FOR VILLAGE LIGHT POSTS

It was moved by Norman, seconded by VanderWulp to approve purchasing 82 new Village banners through Gilson Graphics, at a cost of \$1,665.

Motion passed unanimously.

VI. REPORTS AND COMMUNICATIONS

a. Status of Riverfront Park Construction

Ferro stated phase 1 of the project is nearly completed. The restroom building is not yet open. Consumers Energy needs to connect electrical service. Phase 2 of the project which includes work done close to the river and major riverbank restoration in a few areas is not starting on time due to a revised permit modification process with the DEQ. Norman asked if phase 2 will be finished this year. Ferro stated it would.

b. Community Center/Library Building Update

Ferro stated the Building Committee and Architectural team will be meeting on July 19th. On July 23rd there will be a presentation to the Ada Township Board of Trustees. There will also be an evening meeting for community input sometime during the week of July 23rd.

c. Flyer for Green Space Needs Assessment

Ferro stated the survey at <https://communityremarks.com/adatownship/> has a section for the Headley Street Greenspace. Idema stated she shares Wright's concern that we really need to promote and get community feedback on greenspace.

Idema asked about purchasing the Headley greenspace from Amway. Ferro stated that before a decision is made about the future of that property, GELD has requested the Township to get public input about greenspace needs from the entire community, not just the village.

Haga stated we need to have the survey promoted on Facebook.

Wright stated he is concerned how years ago the public wanted greenspace within the DDA district. Now, greenspace is being considered Ada wide.

Harrison stated the DDA and Township Board should go back to GELD with a vision for the Headley property; a statement of how the property will be used.

Norman asked if the DDA can get a copy of the agreement with GELD. Hilbrands stated he will get a copy of the agreement between Ada Township and GELD to the DDA.

The agreement states that the Township has until January 1, 2025 to develop and carry out plans for public amenities on the property.

Harrison asked how the flyer is being distributed. Ferro stated it is being sent with the summer tax bills to residents.

d. Letter from Farmer's Market Vendor

Board discussed disappointment in the cancelation of the Farmer's Market on July 3rd. Bowersox stated someone needs to be held responsible for canceling the Farmer's Market without discussing it first with the DDA. Haga stated he will discuss the issue with the Clerk.

Bowersox stated the DDA needs to make the Market Manager aware that any changes made to the Farmer's Market will be communicated through the DDA.

Wright stated the DDA needs to immediately respond to all the vendors to let them know we are looking into this and taking ownership.

Hilbrands stated he will draft a letter on behalf of the DDA to the vendors.

Haga suggested inviting the Market Manager to the next DDA meeting to provide an update.

e. Letter from Fundraising Consultant Keith Hopkins

Hilbrands expressed his appreciation of Keith Hopkins' letter and stated it has been a pleasure working with him. With his support, they have exceeded their \$7 million fundraising goal, currently around \$7.1 million.

f. DDA Financial Report, 6/30/18

Hilbrands reviewed the Financial Report memo presented in the board packet.

VII. BOARD MEMBER COMMENT

Idema stated she would like the DDA to get a report on how the downtown retailers are doing. Knapp agreed and stated he's hearing that vendors care about two main things; consistency in brands and foot traffic. Norman suggested giving the business owners a quick survey to fill out on a monthly basis to get an idea of how business is doing.

Harrison suggested inviting three different business owners to come to the DDA board meetings each month. It would be a way to get their likes and dislikes and to find out what they would like to see different.

VanderWulp recommended an article in the current issue of Outside Magazine called *America's Smartest Towns*.

VanderWulp left the meeting at 9:03.

Coe stated that whatever the DDA decides to do about retailers going forward, a representative of the Ada Business Association should be involved or at least hear the feedback. Hilbrands stated he attends all the ABA meetings and will reach out to the Executive Director, Ashley Jolman.

VIII. PUBLIC COMMENT

There was no public comment.

IX. ADJOURNMENT

The meeting was adjourned at 9:06 am.

Respectfully submitted:

Devin Norman, Secretary