

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE JULY 14, 2014 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, Walt VanderWulp

BOARD MEMBERS ABSENT: Bryan Harrison, Devin Norman, Ted Wright

STAFF PRESENT: Jim Ferro, Planning Director

PUBLIC PRESENT: Steve Dertz, Amway Corp

APPROVAL OF AGENDA

The agenda was approved by consent.

APPROVAL OF MINUTES OF JUNE 16, 2014 MEETING

It was moved by Bowersox, seconded by VanderWulp, to approve the minutes of the June 16 meeting, as presented. Motion passed unanimously.

DDA FINANCIAL REPORT, PERIOD ENDING 06/30/14

Ferro stated that most of the financial activity in the DDA Fund in June was in the Farmers' Market project. He noted that total vendor registration revenues have already exceeded the revenues budgeted for the year, and that there will likely be additional registration fees for daily vendors and those opting later for the extended season in October. Ferro also noted that revenues from basket sales are far below the budgeted number.

Kullgren asked if Ferro and the Market Manager have discussed a possible strategy for selling the remaining basket inventory. Ferro stated they haven't, and that their discussions have focused more on options for a future revenue source to replace basket sales.

Kullgren stated he believes there is a market vendor that sells the same baskets at their home location, and that this vendor might be interested in purchasing our inventory.

Haga suggested that the Market participate as a vendor at the August in Ada Children's event.

REQUEST FROM ADA BUSINESS ASSOCIATION FOR FINANCIAL SUPPORT FOR "TINSEL, TREATS & TROLLEY" HOLIDAY EVENT

Ferro stated the Ada Business Association is requesting the DDA provide financial support for the "Tinsel, Treats & Trolley" holiday event in the business district in December, at a level of \$2,500, which is the same amount of support provided for last year's event, and the amount that was included in this year's event.

Jacklyn Sporte, from the Arts & Carafes Studio, was present on behalf of the ABA. Sporte stated this is her 1st year being involved in the event, and that her goal is to improve the event based on feedback from last year's event. She stated that minor changes proposed this year include addition of a 5th trolley that will travel exclusively between the Village and the Ada Hillside Center. Tenants in the center are interested in being more involved in the event this year. Sporte added that she also wants to improve the operation of the trolley routes.

Kullgren asked whether the smart phone app for the event for which the DDA provided development

financial support in the past will be used this year. Sporte stated she wasn't familiar with the app.

VanderWulp stated he believes this event is one of the most popular events in the Village.

Following discussion, it was moved by Haga, seconded by Korth, to approve expenditure of \$2,500 to be paid to the Ada Business Association for support of the Tinsel, Treats & Trolley event.

Motion passed unanimously.

STATUS OF VILLAGE DESIGN PLAN IMPLEMENTATION

Ferro reported on the status of plans for financing public infrastructure projects contained in the Envision Ada Plan. Ferro stated we are waiting for a proposal from Amway regarding a proposal for sharing in the costs of these projects. Ferro stated that discussions are also continuing with Headley St. property owners regarding implementing a shared parking area design on properties from The Community Church to the east.

Discussion was held regarding the meeting held on June 25 with Kent County Road Commission representatives regarding street design in the Village. Kullgren, Korth and Haga shared their observations regarding the meeting. Korth suggested we should follow up with the Road Commission to identify possible solutions to deal with the Road Commission's concerns with maintenance cost impacts of our preferred street design, and that we would be remiss if we didn't follow up on the cooperative sentiments expressed by the Road Commission Chair.

Kullgren reported on a meeting held by Haga, Ferro and himself with Jon Nunn, Executive Director of Grand Action in Grand Rapids. Kullgren stated the meeting was held to explore whether the creation of a similar non-profit organization here would have value in advancing implementing of our plans for the Village. Kullgren stated the projects that Grand Action has been involved in are much greater in scope and cost than the projects planned in Ada, and that much of the Grand Action involvement was in developing the project concepts and feasibility in their early stages. He stated that the planning process we undertook last year has already accomplished this, and that he believes a Grand Action-type organization is of less applicability in our situation.

PUBLIC COMMENT

None.

ADJOURNMENT

It was moved by VanderWulp, seconded by Bowersox, to adjourn the meeting at 8:55 a.m.

Motion passed unanimously.

Respectfully submitted:

Tom Korth, Secretary