

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE AUGUST 1, 2011 MEETING**

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

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

BOARD MEMBERS ABSENT: None

STAFF PRESENT: Jim Ferro, Planning Director

PUBLIC PRESENT: April Armstrong, President, Ada Business Association

APPROVAL OF AGENDA

The agenda was approved by consent.

APPROVAL OF MINUTES OF JULY 5, 2011 MEETING

It was moved by Bowersox, seconded by VanderWulp, to approve the minutes of the July 5, 2011 meeting as presented.

Motion passed unanimously.

REQUEST FROM ABA FOR FINANCIAL SUPPORT OF TINSEL, TREATS & TROLLEY EVENT.

This item was postponed until April Armstrong arrived at the meeting.

STATUS OF PROJECTS:

Sewer Force Main Project:

Haga updated the Board on the progress of the sewer force main project.

Ippel requested that a "Open to Local Businesses" sign be placed at the west end of Bronson St. Ferro stated he would take care of this.

Ippel also suggested that a sign indicating that Ada Drive is open to local traffic be placed at the Ada Dr./Thornapple River Dr. intersection as soon as possible.

Bronson St. Project:

Haga reported that the construction contract has been signed for the Bronson St. project.

Streetscape Furnishings Plan:

Ferro reported there has been no activity on this project. Kullgren indicated he would contact Jamie Ladd about heading up the fund-raising component of this project.

Ada Drive Crosswalks:

Haga reported that we are waiting for cost estimates from Moore & Bruggink for stamped and painted crosswalks.

Ippel stated that the crosswalk treatment should address the Ada Drive/Bronson St. intersection as well as

the Thornapple River Dr. intersection.

On a related trail need, Ippel suggested that the Township install a separated bike trail along M-21, from O'Briens Market to Bronson St., because of the fact that the wide paved shoulder does not exist on this stretch of the highway, and bikers are forced into the vehicle travel lane.

Ferro stated we could look at this in our trail plan updating process.

REQUEST FROM ABA FOR FINANCIAL SUPPORT OF TINSEL, TREATS & TROLLEY EVENT.

April Armstrong was present to request matching funding from the DDA to support the ABA's "Tinsel, Treats & Trolley" holiday event in December. Ferro distributed information provided by April showing the actual costs and funding sources for last year's event. He noted that the DDA provided \$850 in funds to match the same amount from the ABA.

Following discussion, it was moved by Haga, seconded by Wright, to authorize expenditure of \$850 in funds to match the same amount of funding from the ABA for the Tinsel, Treats & Trolley event.

Motion passed unanimously.

April Armstrong noted that the next event planning meeting is scheduled for September 14.

COMMERCIAL SPACE INVENTORY:

Ferro distributed a summary of the commercial square footage inventory for the DDA district. He noted that there remains some square footage that has not been categorized as to type of use, due to not having received the information from a couple of landlords of multi-tenant buildings.

Ferro pointed out that a direct comparison cannot be made between the 2006 inventory data and the current inventory, since they are for different geographic area. He stated that we can establish geographic subareas within the inventory, so that the data for the Village from 2006 can be compared to current inventory data for the same geographic area. Ferro stated we would have this information for the next meeting.

Ferro also noted that he had gotten feedback from a landlord that he viewed detailed square footage data for his tenants as private data from a competitive standpoint, as he stated that he used this type of data himself in targeting potential new tenants to recruit. Ferro stated that we should consider this perspective in determining how we use the data and how much detail should be made available publicly. Ferro stated that the greatest value of the data may be in its aggregate form, in considering the overall mix of business types in the DDA, and identifying under-served markets.

Ferro also stated that he need to consider whether we wish to private data on available vacant space in an online form, when similar data is already available from the multiple listing service of the Association of Realtors.

In Board discussion, the view was expressed that the multiple listing service does not identify space for lease by owner, and that the DDA would be meeting a need by including this information in its online inventory.

DDA FINANCIAL REPORT:

Ferro distributed a financial report for the period through July 29, showing total DDA revenues for the year to date of \$10,357, and expenditures of \$6,290. Ferro noted that the budgeted transfer of funds from

the General Fund to the DDA fund has not taken place yet. Ferro also noted that with the loss of the Farmers' Market Manager-in-Training, Farmers' Market expenditures for contract personnel costs would be under the budgeted amount.

In discussion of accounting for the Farmers' Market, there was discussion of how net positive income from the Farmers' Market should be treated. Ippel expressed the view that any net income from the Farmers' Market should become part of the overall DDA fund balance. Kullgren stated his opinion was that net revenues from the Market should remain segregated from other DDA funds, and reserved specifically for the Farmers' Market in the future.

The consensus of the Board was that this should be discussed at the time of DDA budget preparation for next year.

FARMERS' MARKET UPDATE:

Kullgren reported that credit card usage has been good in the market, at about \$1,200 per week. He also reported that the market baskets have been completely sold out.

PUBLIC COMMENT

None

ADJOURNMENT

It was moved by Bowersox, seconded by Norman, to adjourn the meeting at approximately 9:55 a.m.

Motion passed unanimously.

Respectfully submitted:

Tom Korth, Secretary