

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE SEPTEMBER 7, 2010 MEETING**

The regular September 7, 2010 meeting of the DDA Board was called to order at 9:03 a.m. by Chairperson Bob Kullgren.

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

BOARD MEMBERS ABSENT: Betsy Ratzsch, Walt VanderWulp

STAFF PRESENT: Jim Ferro, Planning Director

APPROVAL OF AGENDA

The agenda was approved by unanimous consent.

APPROVAL OF MINUTES

The minutes of the August 2 meeting were approved by unanimous consent, as presented.

M-21 BRIDGE REPLACEMENT UPDATE – GEORGE HAGA

Haga reported that the bridge project is out for bids, with a bid opening date of September 24 scheduled. He noted that there is a pre-bid meeting being held by MDOT on Wednesday, September 8. Haga added that the construction contract will be awarded no earlier than 14 days after the bid opening, with work anticipated to begin in mid-October. Initial work on the project will involve some lane closures on the existing bridge. Haga noted that MDOT is planning on an additional informational session with the Township after the contract is awarded.

Kullgren commented that the Township should ensure that MDOT's signage plans provide clear information to the public that the bridge will be open to traffic.

Ferro noted that MDOT has stated they will be using a digital message board to inform motorists in advance of the project beginning.

Bob reported on the meeting of the Ada Retailers Committee that he attended, along with Ferro, Ippel and Korth, on August 11. DDA representatives attended the meeting for the purpose of discussing how the community should respond to the upcoming M-21 bridge reconstruction, and the appropriate role for the DDA. It was concluded that the appropriate role for the DDA and Township to play is to inform the public that the river crossing will remain open to traffic at all times during the project. He noted those in attendance at that meeting also believed that it would be an appropriate role for the DDA to develop and implement a marketing campaign for the Ada business community. Kullgren added that to further consider this possibility, the DDA may wish to contact several potential consultants regarding possible assistance in such an effort and its cost.

DDA FINANCIAL STATUS REPORT

Tom Korth distributed a summary financial status report, prepared from Township accounting reports. It was noted that the report is organized by Township fiscal year, which begins on April 1, as opposed to calendar year. Total revenues in the fiscal year ending March 31, 2010 were \$31,414, and expenditures totaled \$11,809, resulting in a beginning balance for the current fiscal year of \$19,605. The report identifies revenues in the current fiscal year, through August 31, of \$2,801, and expenditures of \$2,300. It was noted that most of the revenues during the current fiscal year will not be received until after the December property tax billing. These revenues are budgeted to be approximately \$19,000.

Kullgren requested a report that would provide calendar year financial information, particularly with

respect to this year's Farmer's Market revenues and expenditures.

Haga stated that this could be provided.

DDA ADMINISTRATIVE NEEDS

Kullgren stated that the remaining agenda items, including the Report to the Community status and DDA project implementation status all have a bearing on another topic that he believes should be considered by the DDA Board – the administrative needs of the DDA and how those should be met in the future. He noted that there would be a need next year for someone to assume responsibility for managing the Farmers Market. As an example of the need, Kullgren cited the Texas Township Farmers Market, which has a part time manager paid an hourly rate for 600 hours for the entire season, at a cost of about \$9,000. He suggested the possibility of the DDA recruiting a person to provide both general staff support to the DDA and management support for the Farmer's Market, as one possible way of meeting the DDA's administrative needs. Kullgren noted that he is willing to mentor a new Farmer's Market manager next season, but not to continue at his current level of involvement.

There was a lengthy discussion about the relative value and priority of various potential DDA initiatives. Ferro pointed out that the DDA Board needs to engage in an overall priority-setting process in order to provide input into the upcoming year's budget. Other potential DDA priorities include streetscape furnishings within the Village, possible preparation of a DDA marketing plan by a consultant, as well as the Farmers Market.

Ippel questioned whether an expenditure of several thousand dollars for the Farmers Market should be a high priority in comparison to other possible projects, based on benefits to the business community.

Kullgren pointed out that the Market brings in excess of 1,000 persons to the Village every week, and that the value of this to the business community should be considered. He added that if it is not considered to be of benefit, perhaps there shouldn't continue to be a market.

Haga commented that benefit to the overall community is also a consideration.

ADJOURNMENT

Following discussion, the meeting was adjourned at 10:15 a.m.

Respectfully submitted:

Tom Korth, Secretary