

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS
MINUTES OF THE SEPTEMBER 8, 2009 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, Bob Kullgren, Betsy Ratzsch, Walt VanderWulp, Ted Wright.

BOARD MEMBERS ABSENT: Tom Korth, Devin Norman

OTHERS PRESENT: Jim Ferro, Planning Director

PUBLIC PRESENT: None

APPROVAL OF AGENDA

The agenda as presented was approved by consent.

APPROVAL OF MINUTES OF AUGUST 3, 2009 MEETING

It was moved by VanderWulp, seconded by Bowersox, to approve the August 3, 2009 meeting minutes.

Motion passed unanimously.

APPROVAL OF DDA BOARD BYLAWS

The Board reviewed a revised draft of proposed Bylaws dated September 3, 2009. Kullgren pointed out that the only change from the draft reviewed last month was addition of language stating that all officers shall be members of the Board. Ferro pointed out that the final sentence in Paragraph 8, stating that the Treasurer and Assistant Treasurer may be a member of the Board, also needed modification to be consistent with the preceding language, by removing the term Treasurer from this sentence. The Board concurred with this change.

It was moved by Bowersox, seconded by Haga, to approve the Bylaws as recommended.

Motion passed unanimously.

DISCUSSION OF BRONSON ST. IMPROVEMENT PROJECT

Ted Wright arrived at this time.

The Board reviewed a revised preliminary plan and cost estimate for improvements to Bronson St. Ferro noted the major change from the previous plan was addition of new 5-foot sidewalk the entire length of Bronson St., and addition of decorative lighting along the entire length of the street. Ferro pointed out that we have not yet obtained feedback from the Road Commission on the plan. Ferro also pointed out that two alternative alignments for the sidewalk at the northwest corner of Teeple and Bronson were shown on the plan, one of which would require removal of the large tree at the corner, and one of which would require an easement from the property owner to run the sidewalk behind the tree.

Ferro also pointed out that the cost estimate includes a separate cost per parking space of about \$2,000 per space, for adding additional parking spaces.

The Board discussed whether a larger number of head-in parking spaces should be provided in the plan. The extent of use of existing parking in the Village was discussed, including the recently-leased Community Church parking area, the head-in spaces on the other end of Bronson St., and the private parking behind the businesses on Ada Drive.

Ferro provided information on available parking count data on both ends of Bronson, noting that the traffic volume on the west (north) end of Bronson St. is about two times the volume on the east (south) end of Bronson.

Following discussion, it was moved by Haga, seconded by VanderWulp, to direct that 20 additional spaces be added to the plan, and the cost estimate be revised to reflect this.

Motion approved unanimously.

Jim Ippel presented information on a locally-manufactured bicycle rack which he encouraged be considered for use in the Village. He had a sample rack on display for the Board to view. He stated there is a need for secure bicycle storage and locking racks in the Village, and that designing our streets for use by pedestrians and bicycles in addition to automobiles is important. He referenced the national "Complete Streets" movement as supporting this type of an approach to transportation design.

The Board discussed the need and priority for funding of bike racks in the Village. The possibility of public-private partnership in funding these facilities was discussed. There was general concurrence with the idea of incorporating a couple of racks into the design of the enhanced pedestrian space at the corner of Ada Drive and Bronson St. that is shown on the plan, to gain experience with the extent of usage.

BUDGET AND EXPENDITURE FOR OCTOBER COMMUNITY EVENTS

A draft poster and flyer listing multiple community events for the month of October was reviewed. Kullgren pointed out that the budget for the DDA that was approved by the Township Board included \$1,500 for promoting community activities in October. The events have been coordinated by an informal group including representatives from the retailers committee of the ABA, the Township Park Director, and representatives from the DDA and Township.

Kullgren noted that the Ada Business Association has already approved expenditure of \$500 for promoting the October community events.

Ferro provided information from Johnson Design Group proposing a fee of \$270 for design and production services. The cost of proposed street banners, 11" x 17" posters and small postcards for distribution to area businesses would be in addition to this fee.

Following discussion, it was moved by Haga, seconded by Bowersox, to authorize expenditure of up to \$500 for promotion of the Ada October Fest events.

Motion passed unanimously.

Betsy Ratzsch brought up the special community events being planned by the Retailers Committee, in cooperation with the Township, for December 3 and 5. A Covered Bridge Lighting ceremony by "Old World Santa" and retailers' Open House is being planned for Thursday, December 3, with the Santa Parade on Saturday, December 5.

Betsy suggested that the DDA may wish to consider promoting this event when it comes to budget preparation for next year.

It was pointed out that there will be unexpended funds for community event promotion in the DDA budget, since the October Fest promotion costs will be less than the budgeted amount.

Haga stated that we need information on the extent to which the Township is already participating in promoting the December events. Kullgren suggested that a budget for promotion of the December events be prepared and brought to the Board for consideration at the October meeting.

PUBLIC COMMENT: None

ADJOURNMENT

The meeting was adjourned at 10:03 a.m.

Respectfully submitted:

Robert Kullgren, Chairperson