

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE SEPTEMBER 11, 2017 MEETING
ADA, MICHIGAN**

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:00 a.m. by Board Chair Kullgren.

BOARD MEMBERS PRESENT: Terry Bowersox, George Haga, Margaret Idema, Justin Knapp, Bob Kullgren, Devin Norman, Walt VanderWulp, Ted Wright

BOARD MEMBERS ABSENT: Bryan Harrison

STAFF PRESENT: Jim Ferro, Planning Director, Brian Hilbrands, DDA Coordinator

PUBLIC PRESENT: Steve Dertz (Geld), Bill Payne (Amway), Gwen Cieslak and Eileen McNeil (Seyferth PR), Kristen Wildes (Ada Historical Society), Kindell Rerucha (ABA)

II. WELCOME TO NEW BOARD MEMBERS – MARGARET IDEMA, JUSTIN KNAPP

Kullgren introduced and welcomed Idema and Knapp as new members to the Board.

III. APPROVAL OF AGENDA

Kullgren suggested moving item VIII, Snow Removal RFP, up to take place after item IV, Approval of Minutes. The agenda as revised was approved by consent.

IV. APPROVAL OF MINUTES OF AUGUST 14 MEETING

It was moved by Bowersox, seconded by VanderWulp, to approve the minutes of the August 14 meeting as presented.

Motion passed unanimously.

V. APPROVAL OF RFP FOR SNOW REMOVAL SERVICES FOR THE 2017-2018, 2018-2019 WINTER SEASONS

Hilbrands presented an RFP for snow removal services for the Village. The RFP differs from the previous year's in that it covers two winter seasons, 2017-2018 and 2018-2019. The RFP provides an option for the Board to pay for snow removal services per snow removal cycle (per push), or as a lump sum for services.

VanderWulp stated that he and others in the Village felt like last year it was not money well spent, as often the work was done late in the morning or there were areas that were still slippery and not safe.

Norman stated that he would like to see a recap on the work that was done last year, what the actual costs were, and how many times it was salted.

VanderWulp said that one of the problems is if work only gets done when there is a 2-inch snow event, then the 1-inch snow events add up after a while and creates a hard-pack on the sidewalks.

The action was postponed until next month's meeting so that data from work done last season can be presented to the Board.

VI. APPROVAL OF PAYABLES

It was moved by Norman, seconded by Bowersox to approve payment of Seyferth PR invoice for services through July 31 in the amount of \$2,500.

Motion passed unanimously.

VII. CONSIDERATION OF PROPOSAL FROM SEYFERTH PR FOR COMMUNICATION SERVICES FROM SEPTEMBER 2017 THROUGH DECEMBER 2017

Kullgren introduced a proposal from Seyferth PR to continue communication services for the DDA from September 2017 through December 2017. Kullgren stated that one of the primary objectives is to have Seyferth work with Hilbrands to turn over communication responsibilities to him by December.

Eileen McNeil stated that Seyferth will be scaling back work towards December, but will continue to engage the community and will work with Hilbrands to make sure the voice of the DDA continues to be heard during redevelopment work. McNeil stated that they will work more closely with Hilbrands to introduce him to some of the business people that they have developed relationships with and perhaps provide media training.

Kullgren said that communication will be important with two new projects beginning in the next year, and we will need to figure out the community building/library communications without stepping on the toes of the marketing effort being made by the capital campaign.

Gwen Cieslak described the efforts and work done by Seyferth on social media to share what the DDA has been doing. Some posts on the Village facebook page have gotten over 8,000 views. McNeil mentioned that the email list has grown to include over 2,000 people.

Kullgren stated that the DDA could potentially use a second issue of a DDA Update publication to help show the involvement the DDA has in the Envision Ada project, and all the work that the Board does.

It was moved by Norman, seconded by Idema to approve the Seyferth PR proposal to continue communication services from September 2017 through December 2017 for a fee of \$3,800.

Norman asked how the communication duties will be passed on. McNeil responded that she will be coordinating with and copying Hilbrands on all future communications.

Motion passed unanimously.

VIII. REQUEST FOR FUNDING FROM THE ABA FOR TINSEL, TREATS AND TROLLEYS

Hilbrands introduced a request from the Ada Business Association for sponsorship funding in the amount of \$2,500 that would be used to help cover costs for producing the annual Tinsel, Treats and Trolleys event.

Kullgren stated that the only comments they have had in the past is to make sure that the DDA gets recognition for their contribution.

Discussion was held on the amount of funding and recognition being given to various businesses that were contributing to the event.

It was moved by Norman, seconded by Bowersox to approve the request for funding in the amount of \$2,500 from the Ada Business Association for Tinsel, Treats and Trolleys.

Motion passed unanimously.

IX. STAFF/BOARD MEMBER COMMENT

a. Alternative possible library/community building location - explore process to review alternatives

Kullgren summarized for the Board an idea and proposal for an alternative location for the community building/library on the south side of Headley Street. He said that this is an idea that has been proposed by Geld with the Community Church. Kullgren stated that the proposal would anticipate a community center and library on the south side of Headley as an alternative option, and Geld is proposing it because they believe it might provide a safer and quieter location for the community center, as well as addressing concerns with parking.

Kullgren stated that it is a proposal that needs processing in very short order so that the capital campaign can continue to progress. He stated that the capital campaign leadership group and marketing materials are being put together, and a decision on the building's location is needed to fully kick off the campaign. Kullgren stated that there will likely be a need for a joint working session with the Township Board and the DDA Board to consider the details of the two proposals and discuss which would be in the best interest of the Village.

Discussion was held on what was known of the two site proposals, and what would be discussed at the joint working session with the Township Board.

(VanderWulp left the meeting at 9:04am.)

Staff was requested to conduct a poll of members to determine a date for the joint meeting.

b. Status of Ada Drive Project/River Street Project

Steve Dertz said that they are working on the storm and sewer systems on River Street. Ferro stated that on Ada Drive they are now waiting on the completion of the utility work before they can complete sidewalk and brick-paver work.

c. Capital Campaign Update

Kullgren stated that the capital campaign is underway, and it is currently in a long quiet period when major donors are approached and the campaign cabinet is put together.

d. Communications Update

Discussed under VII.

e. Private Development Update

Ferro provided an update on private development in the Village. He stated that on the Planning Commission's agenda there is another two-story building being proposed on River Street in the shopping center area. This building will have retail on the first floor and four residential units on the second floor. Ferro stated that buildings 3 and 4 have been approved, and building 4 will likely break ground this year.

f. DDA Financial Report, 8/31/17

Hilbrands presented the DDA financial report and highlighted some of the major expenditure items. He reported that the Farmer's Market revenues have exceeded the budgeted \$9,000 by \$2,120.

X. PUBLIC COMMENT

Bill Payne spoke to the Board about some of Amway's discussions with the Community Church. He said that he wanted to make it very clear that Amway has always had the best interests of the Township at heart. Payne stated that very early on they wanted to make sure this was a public-private partnership and that is still at the heart of what they are trying to do. Regarding the alternate community center location, Payne stated that they felt this was an option that would be beneficial to bring forward to the community. He mentioned that there were concerns raised in the feasibility study about the original location, and it prompted them to make sure they were bringing forward the best option for the community. Payne stated that he wanted to make sure that each location was getting a balanced presentation.

Payne also mentioned that they have been in touch with Ken Dixon and are moving aggressively to prepare graphics and materials to be ready before the joint work session of the Township and DDA Boards.

XI. ADJOURNMENT

Chair Kullgren adjourned the meeting at 9:27am.

Respectfully submitted:

Devin Norman, Secretary/Treasurer