

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE OCTOBER 1, 2012 MEETING**

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

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

BOARD MEMBERS ABSENT: Devin Norman

STAFF PRESENT: Jim Ferro, Planning Director

PUBLIC PRESENT: April Armstrong, Ada Business Association
Brian Bangma, 42-85 Event Management and Race Timing

APPROVAL OF AGENDA

The agenda was approved by consent.

APPROVAL OF MINUTES OF SEPTEMBER 4, 2012 MEETING

It was moved by VanderWulp, seconded by Bowersox, to approve the minutes of the September 4, 2012 meeting as presented. Motion approved unanimously.

PROPOSAL FOR AUGUST, 2013 CRITERIUM BICYCLE RACE IN THE VILLAGE FROM BRIAN BANGMA, 42-85 EVENT MANAGEMENT AND RACE TIMING

Brian Bangma presented information regarding a proposed series of 4 Friday night criterium races to be held in 4 different downtowns. He stated that Zeeland is on board for an event, and he is currently working on obtaining a commitment from Ionia. He stated the City of Holland has opted out. He stated he has a budget of about \$10,000 per event, and is asking for support from each of the local communities, by requesting that the local communities commit to raising \$5,000 in sponsorships. He stated he would give the DDA a period of 45 days in which to exclusively recruit sponsors, without competition from him.

Board member discussed the community's experience with the previous Saturday criterium races organized by Jim Ippel. Jim stated that support from the community was somewhat mixed.

Bangma stated he has received mostly positive feedback from the business community. He stated he has not yet met with Jeff Hugger from The Schnitz/Ada Grill.

Haga stated that the views of residents in the Village are also important.

Korth asked Bangma whether he has approached the Ada Business Association for support. Brian stated he has not yet been able to meet with April Armstrong.

Haga stated that the DDA needs to consider how this event fits the DDA's priorities, given the limited funds the DDA has available for community event support.

Discussion took place regarding the potential impact of road closures on the business community in the Village.

Bangma noted that the race route would allow Ada Drive traffic to be routed on to Bronson St. and River St. to Thornapple River Dr., and the Thornapple River Dr./Ada Dr. intersection would remain open.

In discussion, it was noted that early August is a relatively slow time in the business district, with low traffic volumes, and that this would be the least disruptive time to hold an event requiring road closures.

Bangma stated that if the community did not wish to have an event on Friday evening, another option would be for the Village to host the criterium portion of the West Michigan Stage Race that is held on a weekend in May. The criterium would be on Saturday, May 18.

Bryan Harrison stated that the major criterion we should consider in deciding whether to offer financial support for an event is the extent to which it will benefit the business community, and the extent of benefit in relation to the amount of financial support.

Korth stated he would support a partnership between the DDA and the ABA to support the event financially.

Harrison also stated we will never have unanimous support from every business in the community. He suggested the possibility of a quick web survey to gauge business community views.

Haga stated that we need criteria in the future to guide these types of funding decisions. He stated he generally supports the race concept, but that documentation of business and resident support is needed.

The consensus of the Board was to take no action at this time and for Bangma to return in the future based on the DDA Board discussion.

REQUEST FOR FINANCIAL SUPPORT FROM ADA BUSINESS ASSOCIATION FOR TINSEL, TREATS AND TROLLEYS HOLIDAY EVENT.

April Armstrong, ABA President, presented a proposed budget for this year's Tinsel, Treats and Trolleys event. Armstrong stated they are requesting \$2,500 in support from the DDA, to match an equal amount from the Business Association. She stated the budget this year includes funding for additional lighting on the covered bridge, to enhance the bridge lighting ceremony, and an increase in the number of trolleys from 3 to 4. In addition, Armstrong stated that the ABA proposes to develop a mobile web-based map for the event, that could be used in the future as the platform for a permanent mobile friendly business directory available on the ABA web site, and shared with the Township and DDA web sites. Armstrong stated the objective would be for an online resource to reduce or replace the need for print publications that become outdated soon after production. Armstrong stated the ABA would like to see the event become more of a jointly-produced event between the ABA and the DDA.

Harrison asked what type of feedback has been received regarding this event. It was noted that there have not been any negative comments heard, and lots of positive feedback.

Haga noted that the amount requested exceeds the amount included in the approved DDA budget, and a budget amendment would be needed if the requested amount is approved. Ferro noted there has been under spending in several other DDA budget line items that could offset this increase.

Following discussion, it was moved by Haga, seconded by Bowersox, to approve expenditure of \$2,500 toward the Tinsel, Treats and Trolley event, to match an equal amount of support from the ABA.

Motion approved unanimously.

DDA FINANCIAL REPORT

Ferro presented financial reports for the DDA overall and for the Farmers Market through September 24.

REVIEW/DISCUSSION OF DDA PROJECT PRIORITIES

Consideration of this item was postponed to the November meeting.

CONCEPT PLANS FOR STREETScape IMPROVEMENTS ON BRONSON ST. AND ADA DR.

This item was postponed to the November meeting.

MEMBER/STAFF COMMENT

None.

PUBLIC COMMENT

None

ADJOURNMENT

It was moved by Harrison, seconded by Ippel, to adjourn the meeting at 10:05 a.m.

Motion passed unanimously.

Respectfully submitted:

Tom Korth, Secretary