

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE OCTOBER 3, 2011 MEETING**

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

BOARD MEMBERS PRESENT: Terry Bowersox, George Haga, Tom Korth, Bob Kullgren, Betsy Ratzsch, Ted Wright

BOARD MEMBERS ABSENT: Jim Ippel, Devin Norman, Walt VanderWulp

STAFF PRESENT: Jim Ferro, Planning Director

APPROVAL OF AGENDA

The agenda was approved by consent.

APPROVAL OF MINUTES OF SEPTEMBER 6, 2011 MEETING

It was moved by Bowersox, seconded by Korth, to approve the minutes of the September 6, 2011 meeting as presented.

Motion passed unanimously.

STATUS OF PROJECTS:

Bronson St. Project:

Ferro reported that the water main and storm sewer installation are complete, and that excavation and grading of the head-in parking spaces is underway. He noted that work will begin soon on curb and gutter work. Ferro also noted that the Township Board approved the addition of the custom-made "Bike Petal" bicycle rack for the project.

Sewer Force Main/Ada Drive Repaving Project:

Haga noted he had been out-of-town for the last week. He stated work is underway on the sewer force main connection to the main lift station, adjacent to 5/3 Bank. Ferro stated that the Road Commission has agreed that they overlooked striping several parking spaces on Ada Drive, and that they would correct this. Haga will contact the Road Commission regarding the status.

Ada Drive Crosswalks:

Ferro reported that the Township Board also approved the stamped, painted crosswalks on both the Ada Drive/Thornapple River Dr. intersection and the Ada Drive/Bronson St. intersection.

Streetscape Furnishings Plan:

Ferro reported no change in the status of this project.

Ratzsch suggested that instead of using the same furnishings Village-wide, we consider using additional artist-created benches in the Village, along the lines of the "hands" bench that was commissioned by the Arts Council several years ago.

The suggestion was made to see if the Arts Council would be interested in being involved in an effort to generate artist-generated works.

Ferro was requested to communicate with the Arts Council Board regarding their interest, and to bring a location plan for street furnishings to the November DDA Board meeting.

DDA Commercial Space Inventory:

Ferro presented information regarding the commercial space and land search tool available on The Right Place program web site. He noted that the database of available properties covers Ada, and distributed copies of screen shots from the database, called "InSite." He noted that the Right Place search tool uses data from the Commercial Realtors Association, so there is no data upkeep burden or cost to The Right Place. Ferro also noted that data does not include properties for sale or lease by owner. Ferro suggested the possibility of placing a link on our web site to this database, and supplementing it with a separate listing of space for sale or rent by owner.

Ferro was requested to communicate with property owners in the DDA regarding their interest in having the DDA maintain such a database, and their willingness to provide information to the DDA to keep the data current.

DDA FINANCIAL REPORT:

A revenue and expense report for the period through September 30, 2011 was distributed and reviewed. The report shows revenues for the fiscal year to date of \$10,733 and expenses of \$7,986.

FARMERS MARKET UPDATE:

Kullgren reported that in the 2011 season, the Farmers' Market had about \$20,000 in total credit/debit/Bridge Card transactions. He stated that Bridge Card transactions were only about \$500. He also reported that the unredeemed tokens only totaled in the range of \$500 to \$600. He stated that vendors place a high value on the availability of electronic transactions, and they regard nearly all of the volume as added business.

Kullgren also reported that The Community has requested that the Farmers' Market hold a one-time "mini-Market" in the church basement as part of the Tinsel, Treats & Trolley event. Several vendors have expressed interest in participating, so this will probably take place.

MEMBER COMMENT:

Korth suggested that there is a need for a mid-block crosswalk on Ada Drive at Headley St., and that we should pursue this with the Road Commission in the future.

PUBLIC COMMENT: None

ADJOURNMENT:

It was moved by Ratzsch, seconded by Bowersox, to adjourn the meeting at 9:35 a.m. Motion passed unanimously.

Respectfully submitted:

Tom Korth, Secretary