

**ADA TOWNSHIP  
DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS  
MINUTES OF THE OCTOBER 5, 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, Tom Korth, Bob Kullgren, Devin Norman, Betsy Ratzsch, Walt VanderWulp, Ted Wright.

**BOARD MEMBERS ABSENT:** None

**OTHERS PRESENT:** Jim Ferro, Planning Director

**PUBLIC PRESENT:** None

**APPROVAL OF AGENDA**

The agenda as presented was approved by consent.

**APPROVAL OF MINUTES OF SEPTEMBER 8, 2009 MEETING**

It was moved by Bowersox, seconded by Korth, to approve the September 8, 2009 meeting minutes as presented.

Motion passed unanimously.

**DISCUSSION OF BRONSON ST. IMPROVEMENT PROJECT**

The Board reviewed a revised plan and cost estimate for proposed improvements to Bronson St. Ferro pointed out that the plan has been revised to provide 30 head-in parking spaces on Bronson St., instead of the 12 shown on the earlier plan.

Kullgren pointed out that the total cost estimate increased from \$200,000 to \$326,000, and asked what was responsible for the increase. Ferro noted that a large share of the cost increase was due to the added parking. It was noted that the added parking results in added costs for street re-construction and storm sewer in the street frontage along the head-in parking spaces.

The Board discussed whether there was sufficient need for the added parking to justify the increase in project cost. Ferro stated that the incremental cost for the added parking spaces was about \$6,000 per parking space.

Korth requested that a cost estimate for an alternative in between the 12 spaces in the original plan and the 30 spaces in the revised plan be prepared.

Jim Ippel pointed out that there are several vacant properties in the Village that would contribute to parking demand, if they were occupied, and that lack of parking is one of the impediments to getting this space leased.

The consensus of the Board was that the proposed plan should be taken to the Kent County Road Commission for input, and that the input of the DDA Citizens' Council and Bronson St. residents should also be obtained, before the plan is considered for recommendation by the DDA Board.

Jim Ippel suggested that re-painting of the railroad trestle and landscaping of the areas adjacent to the trestle should be looked into for possible inclusion in the scope of this project.

Haga noted that different parts of the railroad organization are involved in the right-of-way permitting and the trestle maintenance, and that these components couldn't be included in one process with the railroad.

Kullgren suggested that the local railroad office be contacted about possible enhancement of the trestle as part of the Bronson project.

Ferro noted that Haga had earlier suggested adding light poles on the south side of the street, adjacent to the pedestrian tunnel.

### **APPROVAL OF EXPENDITURE INCREASE FOR OCTOBER FEST PROMOTION**

Ferro presented information regarding revised costs for the October events promotion, in excess of the \$500 authorized by the Board at the September meeting. He noted that the increase in cost for the two banners from \$275 to \$292 was due to his omission of shipping costs from his previous estimate. He noted that the invoiced printing costs from Falcon printing were also higher than the original quote by \$37, from \$342 to \$379.

Board members expressed concern that even though the increases are minor, when quotes are provided by parties outside the Township, they should be adhered to.

It was moved by Bowersox, seconded by Haga, to authorize payment of a total of \$527.62 toward the October Fest promotions.

Passed by 8-1 vote, with Korth voting no.

### **BUDGET FOR DECEMBER COMMUNITY EVENT PROMOTION**

Betsy Ratzsch distributed a preliminary budget for costs of the Thursday, December 3 bridge lighting and Village Open House event. The cost estimate for the event at this time is approximately \$2,460, including advertising, a trolley service, temporary event signs and luminaries along Ada Drive.

It was moved by Haga, seconded by Ted Wright, to authorize up to \$400 in expenses for advertising the December 3 event.

Motion passed unanimously.

### **BOARD AND STAFF COMMENT**

Jim Ippel suggested that a coordinated annual calendar of events be developed by the DDA, the ABA, and the Township.

Ferro stated that the DDA might want to consider developing a comprehensive business directory for its web site, and an inventory of available building space for sale or lease. He stated there is also a need for a DDA logo.

Bob Kullgren stated he believes there is a need for the DDA Board to obtain broad-based input from the business community regarding how the DDA can support the business community.

Jim Ippel expressed the view that what we lack is a business district of sufficient size to have "critical mass."

Tom Korth expressed the view that we need property owners willing to invest in their properties.

Bob Kullgren provided an end-of-season report on the Farmers Market. He reported that the market brought in revenues of \$3,312, and nearly covered its operating costs. He will be obtaining feedback from the Community church on any issues that need to be addressed in the future. He will also be convening an

advisory committee to provide input on planning for next year's season, and will have a report to the DDA Board and a preliminary budget for next year's operations within the next 60 days or so.

Kullgren reported that input from vendors is that the market went well, considering it was the first year of operation. He has also heard input that in the long term, there will be a need for a permanent venue for the market.

**PUBLIC COMMENT**

None

**ADJOURNMENT**

It was moved by Ted Wright, seconded by Tom Korth, to adjourn the meeting, at 9:55 a.m.

Motion passed.

Respectfully submitted:

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Robert Kullgren, Chairperson