

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE OCTOBER 13, 2010 MEETING**

The October 13, 2010 Special meeting of the DDA Board was called to order at 8:40 a.m. by Chairperson Bob Kullgren

BOARD MEMBERS PRESENT: Terry Bowersox, George Haga, Jim Ippel, Bob Kullgren, Devin Norman, Betsy Ratzsch, Walt VanderWulp, Ted Wright

BOARD MEMBERS ABSENT: Tom Korth

STAFF PRESENT: Jim Ferro, Planning Director

PUBLIC PRESENT: Bernie Veldkamp, Ada Historical Society Board of Directors

DISCUSSION OF FUTURE PLANS/PRIORITIES OF THE DDA

Kullgren stated that the goal of the meeting today was to develop goals for the future of the DDA that would provide input into the preparation of next fiscal year's (April 1, 2011 to March 31, 2012) DDA budget.

Ferro presented background information from the Ada Design Charrette Final Report, including the public's ranking of the most positive and negative attributes of the Village, the design principles set forth in the Charrette report, the vision for the future of the Village set forth in the report and the "Initiatives" for implementation that were outcomes of the Charrette process.

Ferro also presented information from the National and State "Main Street" programs, which identify four major areas of focus as keys to successful business district revitalization – Design, Promotion, Economic Restructuring and Organization.

The Board then engaged in a brainstorming session intended to identify needed actions under these major topic areas, which could include actions already identified in the Charrette process, or other actions that were not necessarily identified through the Charrette process, but that are now perceived as a need. Results of the brainstorming session were recorded on worksheets.

The Board will continue this process at the next regular Board meeting on November 1, 2010.

PUBLIC COMMENT: None

ADJOURNMENT

It was moved by Bowersox, seconded by VanderWulp, to adjourn the meeting at 10:15 a.m.

Motion carried.

Respectfully submitted:

Tom Korth, Secretary