

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE OCTOBER 13, 2014 MEETING**

Draft

The meeting was called to order at 8:00 A.M. by Chairperson Bob Kullgren, at the Ada Township office, 7330 Thornapple River Dr., Ada, MI.

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

BOARD MEMBERS ABSENT: Devin Norman

STAFF PRESENT: Jim Ferro, Planning Director

PUBLIC PRESENT: Bill Payne, Amway Corp

APPROVAL OF AGENDA

The agenda was approved by consent.

APPROVAL OF MINUTES OF THE SEPTEMBER 15, 2014 MEETING

It was moved by Bowersox, seconded by VanderWulp, to approve the minutes of the September 15 meeting as presented. Motion passed unanimously.

PROPOSED ENVISION ADA NONPROFIT ORGANIZATION

Bill Payne, Amway Corp., presented an overview of a new Envision Ada nonprofit organization that Amway proposes to establish, to undertake private fundraising for civic facilities included in the Village redevelopment plan, and to undertake other activities to assist in implementing the Envision Ada plan. and promote the Village.

Payne stated they see the new organization being involved in four major areas: private fundraising, coordinating programming of activities and events in the Village, communication to inform and educate the public, and review of proposed development projects for consistency with desired standards before they are submitted for zoning approval.

Payne stated the organization would be led by a 5-person leadership council that would include representation by the Township. He stated they envision an advisory council that would be a large group of individuals who have a passion for the Village and have expressed an interest in being involved. Payne said there would also be two steering committees with volunteer members who would guide the programming activities and the development project review function. He added the organization will have professional staff support, and will operate on an initial basis from existing vacant space in the Village at 519 Ada Dr.

Payne stated that Steve Dertz will be assigned with ongoing project management responsibilities on behalf of Amway. In addition, an Amway public relations staff member has been assigned to be involved in the future communications efforts of the Envision Ada organization.

In discussion, Walt VanderWulp suggested the use of a low frequency radio station to broadcast information regarding the Village to motorists.

DDA FINANCIAL REPORT, 9/30/14

Ferro presented revenue and expenditure reports for the DDA overall and for the Farmers' Market for the period ending September 30. Ferro noted there have been no tax revenues received in the current fiscal year, since Township taxes are not billed until December. Ferro stated the majority of the September financial activity was related to the Farmers' Market, including a small amount of vendor registration

fees, and expenditures for the Market Manager's compensation, a Health Department temporary food service permit for the "Chefs in the Market" program, and the DDA's \$2,500 contribution to the Ada Business Association for the 2014 Tinsel, Treats & Trolley event.

Kullgren stated he would like some written documentation as to what legal fees have been charged to the DDA this year.

STATUS OF ENVISION ADA IMPLEMENTATION

Kullgren and Ferro updated the Board regarding the status of the negotiation of a formal development agreement between the Township and the DDA, the Headley St. road abandonment and the Headley St. relocation and reconstruction project.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

It was moved by Bowersox, seconded by Harrison, to adjourn the meeting at 9:35 a.m.

Motion passed unanimously.

Respectfully submitted:

Tom Korth, Secretary