

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE DECEMBER 3, 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, Bob Kullgren, Walt VanderWulp, Ted Wright

BOARD MEMBERS ABSENT: Tom Korth, Devin Norman

STAFF PRESENT: Jim Ferro, Planning Director

PUBLIC PRESENT: None

APPROVAL OF AGENDA

The agenda was approved by consent.

APPROVAL OF MINUTES OF NOVEMBER 5, 2012 MEETING

It was moved by Bowersox, seconded by Harrison, to approve the minutes of the November 5, 2012 meeting as presented. Motion approved unanimously.

DDA FINANCIAL REPORT

Ferro presented the financial report for the period through November 30, 2012. Ferro noted that the activity during the month for the Farmers' Market included \$30 in revenue from sale of 1 basket, and expenditure of \$60 for web hosting fees. He noted that other DDA activity included personnel expenses for the small percentage of his time that is charged to the DDA, and membership dues for the Michigan Downtown Association.

Harrison asked whether we have web site traffic data available. Ferro stated he believed this was available from the Township Clerk's office. Kullgren stated we do get traffic data for the Farmers' Market Facebook page. He noted that Facebook has been changing their algorithms so that having your posts appear to all of your followers requires paying for "promoted" posts.

2012 ADA FARMERS' MARKET SUMMARY REPORT

Kullgren presented summary information regarding the 2012 Farmers' Market season, and a preliminary budget for the upcoming fiscal year. Kullgren noted that the market was profitable this season and is projected to be profitable next season, but that looking ahead, remaining profitable will become a challenge with the added costs of a paid Market Manager, and the likelihood that revenues from sales of baskets will decline as the market becomes saturated.

Kullgren noted that he is proposing a modest increase in vendor booth fees for the 2013 season, from \$130 to \$150. He noted this compares to \$175 in Rockford, which is a Saturday morning market.

VanderWulp suggested that more variety in types of vendors be sought. Kullgren noted that we have fairly broad representation in product types in the Market, but that there are a couple of other products categories that could be filled.

Kullgren stated he is looking into the potential for a locally-sourced dinner as a possible fund-raising event.

Ferro noted that a sales tax return will need to be submitted after the first of the year, and that this expenditure should be anticipated.

CONSULTING CONTRACT FOR FARMERS' MARKET WEB SITE DEVELOPMENT

Kullgren presented a proposal from Amy Zevenbergen of Studio10Design for development of a new Farmers' Market web site. Kullgren stated that the proposed consulting fee is \$600, and that the new web site will be developed using Wordpress. Kullgren noted that the current web site does not have good integration with Facebook, and that the relationship between the two is important. He stated that the new web site would have close integration with the current Township web site.

(Note: Board member Ippel arrived at this time, 9:15 a.m.)

Kullgren stated that the City of Holland Farmers Market web site is a good example of a free-standing web site that has close links to the community web site.

Kullgren stated he anticipated the new site would have a market layout map, a newsletter sign-up option, the Facebook news feed, a blog and availability of analytics.

Following discussion, it was moved by Bowersox, seconded by Wright, to approve the proposed contract for web site development services.

Motion passed unanimously.

REVISED DRAFT OF DDA PROJECT PRIORITIES

Ferro presented a revised draft of the DDA Priorities and Strategies document that was previously approved, at the November meeting. Ferro pointed out the minor changes that were made to the document, based on feedback he had received from Board member Wright.

Following discussion, it was moved by Haga, seconded by Wright, to approve the DDA Project Priorities and Strategies document as presented.

Motion passed unanimously.

DRAFT BUDGET FOR FISCAL YEAR 2013-14

Ferro presented a draft budget for review by the Board. He stated that the budget is being presented at this time for feedback only, and that a revised draft for approval by the Board would be presented in January. Ferro pointed out that the draft includes only expenditures at this time, and that the revenue side of the budget would be presented later. Ferro stated that there are two public facility projects included in the budget that both relate to adopted priorities – construction of the two pedestrian space improvements at the Bronson/Ada Dr. intersection and on the AT&T property on Ada Drive, and design services for community “gateway” signs and landscaping on M-21. Ferro stated construction of the gateway improvements would not be budgeted until the following year.

Ferro also noted the inclusion of a proposed sound system purchase in the Farmers' Market budget, for use in the Market entertainment booth.

In discussion, Harrison stated that Caledonia Township had just purchased a sound system, and

he would be happy to share the specifications of the system they purchased with us. Ferro suggested the possibility of the cost of the sound system being shared with other Township departments who may have use for it, for annual events such as the holiday bridge lighting and the Roselle Park Festival. Kullgren suggested that funding be budgeted for replacement light pole banners in the Village, and that we should also consider allocating funding for a 2nd Report to the Community in the coming year.

Ted Wright requested that the adopted DDA Development Plan and the Village Design Charrette final report be made available to Board members.

PROJECTS FOR INCLUSION IN CAPITAL IMPROVEMENTS PLAN UPDATE

Ferro stated that the only DDA projects being included in the draft Capital Improvements Plan at this time are the Village pedestrian plazas for 2013, and the community entry improvements on M-21 in 2014.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

The meeting was adjourned at 10:05 a.m.

Motion passed unanimously.

Respectfully submitted:

Tom Korth, Secretary