

**ADA TOWNSHIP  
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS  
MINUTES OF THE DECEMBER 6, 2010 MEETING**

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

**BOARD MEMBERS PRESENT:** Terry Bowersox, George Haga, Bob Kullgren, Betsy Ratzsch, Walt VanderWulp, Ted Wright

**BOARD MEMBERS ABSENT:** Jim Ippel, Tom Korth, Devin Norman

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

**APPROVAL OF AGENDA**

The agenda was approved by consent.

**APPROVAL OF MINUTES**

It was moved by Bowersox, seconded by Ratzsch, to approve the minutes of the November 1, 2010 meeting. Motion passed unanimously.

**REVIEW OF DRAFT STATEMENT OF DDA PRIORITIES AND STRATEGIES**

The Board reviewed and discussed the November 29 draft statement of priorities and strategies prepared by Ferro, based on the Board discussions at the October 13 and November 1 meetings. Bob stated that this document will be used to guide budget preparation for the coming fiscal year, and is intended to be annually updated.

Haga brought up the planned 2011 replacement of the Township's sanitary sewer force main in Ada Drive, and the fact that this may create an opportunity to complete a decorative pavement treatment of the Ada Drive/Thornapple River Dr. intersection, as proposed in the Village Design Charrette report. Haga noted that the force main project is also being coordinated with the Road Commission's planned 2011 re-paving of Ada Drive from Fox Hollow Ave. to Thornapple River Dr. Haga stated he wanted the potential pavement enhancement project to be on the table for possible inclusion in the priorities document.

Kullgren suggested that this project be taken up at the January meeting as part of the discussion of upcoming budget needs, and that the priorities list can always be amended.

It was noted that the County Road Commission's schedule for the paving project calls for the segment of Ada Drive from the railroad to Thornapple River Dr. to be under construction from July 25 to August 6. It was noted that this is right before the planned Ada Criterium bike race planned for August 6.

Following discussion, it was moved by Bowersox, seconded by VanderWulp, to adopt the Statement of Priorities and Strategies as drafted.

Motion passed unanimously.

**REPORT FROM FARMERS MARKET MANAGER TO DDA BOARD**

Bob Kullgren stated that he prepared a report to the Board regarding the 2010 Farmers Market based on the premise that information about the Market would be useful to the Board in making future management and financing decisions regarding the Market. Kullgren reviewed information contained in the report regarding customer traffic generated by the Market and an estimation of the economic benefits to the Village generated by the Market, in terms of additional retail sales expenditures at Village businesses by Market customers.

Kullgren stated that based on the number of vendor commitments to return to the Market in 2011, it

appears that the Market is regarded by vendors as a successful one that they are willing to continue to commit to. He noted that during the 2010 season, only one vendor dropped out during the course of the season.

Wright asked if there was information available regarding how our market compares to other Farmers Markets. Kullgren stated that there is no comparison data available. He noted that the same type of assessment that was performed by MSU Extension for our Market has been done for others, but the Markets vary tremendously in terms of community size and market size. He also noted that he feels the size of our market is about right, and that it would not be beneficial for it to have a lot of growth in number of vendors.

Kullgren also pointed out that the market needs to transition to new management, and decisions will need to be made to either continue management on a total volunteer basis, or transition to some type of paid management. He noted he is willing to participate in a transition to new management. He added that if the Market decides to accept "Bridge Cards" or credit cards for payment, this will place additional demands on the Market in order to manage this process. Kullgren stated he has seen data stating that less than 25% of Farmers Markets across the state are totally volunteer-driven, and that most have some form of paid management.

With regard to the possible addition of a second Market day, and whether it would be economically feasible, Kullgren stated he has concluded that we are not ready for that at this time.

## **MEMBER COMMENT**

Ratzsch thanked the DDA Board for its financial support of the Tinsel, Treats & Trolley event, and stated she believes it was a good investment, based on the level of activity in the Village on Thursday evening. She stated she would prepare a written summary for the Board.

Ratzsch noted that Edward Kuo from The Community church is considering whether to Chair the event next year.

Kullgren reported that he met recently with Pastor Julie Vanderveen VanTil recently about its partnership with the DDA on the Farmers Market and public parking. Kullgren stated that the church is very pleased with the Market and the Children's Garden. He noted that 2011 is the 3<sup>rd</sup> year of the 3-year agreement with the church for use of their lot for the Market and for public parking, and he doesn't anticipate any problems in arriving at a new agreement.

Kullgren brought up the concept of the business association becoming a true chamber of commerce, and asked Board members whether they believed this concept should be discussed in the community. Wright stated he doesn't believe the community is ready for a chamber yet. VanderWulp concurred with Wright's statement. There was consensus that there is a need for a stronger relationship between the business association and the DDA.

The Board reviewed the financial report submitted by Treasurer Korth. Haga presented corrected projected revenue data for the current fiscal year, noting that he was responsible for the erroneous figure contained in the adopted budget. He stated that the actual tax increment revenue that would be realized by the DDA this year would be only about \$5,400, rather than the \$17,000 contained in the budget, due to the reduction in taxable value of the Ada Cogeneration Partnership property that resulted from a lengthy Michigan Tax Tribunal case. He stated that the taxable value of the property was reduced from about \$13 million to about \$4 million, which significantly affected the tax increment revenue to the DDA. Kullgren pointed out that the corrected information would be needed for budget preparation for the upcoming fiscal year.

Kullgren noted that he, Ferro and Wright would be meeting this month to finalize the draft report to the

community, and that this would be on the agenda for the Tuesday, January 4, 2011 meeting.

**PUBLIC COMMENT**

There was no public comment.

**ADJOURNMENT**

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

Respectfully submitted:

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Tom Korth, Secretary