

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE DECEMBER 10, 2018 MEETING
ADA, MICHIGAN**

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:00 a.m. by Chairperson, Bowersox.

BOARD MEMBERS PRESENT: Terry Bowersox, George Haga, Bryan Harrison, Walt VanderWulp, Dawn Marie Coe (arrived at 8:04 a.m.), Ted Wright, Margaret Idema, Devin Norman, Justin Knapp

BOARD MEMBERS ABSENT:

STAFF PRESENT: Jim Ferro, Planning Director, Brian Hilbrands, DDA Coordinator, Kevin Moran, Ada Township Treasurer, Adina Winczewski, Administrative Assistant

PUBLIC PRESENT: 2 Members

II. APPROVAL OF AGENDA

It was moved by Harrison, seconded by Idema, to approve the agenda as presented. Motion passed unanimously.

III. APPROVAL OF MINUTES OF NOVEMBER 5 AND NOVEMBER 26 MEETINGS

It was moved by Norman, seconded by Haga, to approve the minutes of the November 5th and 26th meetings as presented. Motion passed unanimously.

IV. APPROVAL OF PAYABLES

It was moved by Idema, seconded by Coe, to approve the following payments:

- 1.) RRR Lawn and Landscape LLC for light pole garland installation in the amount of \$653.00.
- 2.) Woods Landscaping for shoveling sidewalks in the amount of \$1,060.00

Motion passed unanimously.

**V. PRESENTATION OF BEERS AT THE BRIDGE AND BRATS AND BONFIRES
EVENTS RECAP**

Jory Little and Eileen McNeil of Seyferth PR, gave a brief video presentation highlighting the social media participation, attendance, and sponsorship involvement for the two events.

Moran stated the events have been successful in large part due to the generosity and underwriting from Amway. Amway would like to transition the financial responsibility to the Township or DDA. Moran distributed a 2018 financial statement to the board members.

Moran stated, to date, there is around \$76,000 from all DDA events to help sustain the events going forward. Brats & Bonfires has about \$11,000 in profits. Between the four events, there is a surplus of almost \$90,000. Moran stated two benefactors are the Ada Historical Society and the Ada Firefighters Association. Revenue for Beers at the Bridge from 2017 to 2018 is up 20% even with the July 2018 event that had to be canceled due to bad weather.

Norman stated that Ada Historical Society was originally responsible for Music on the Lawn, which is now Beers at the Bridge. Is it now the DDA's responsibility? Moran stated, ultimately, yes.

Bowersox stated that restaurants who are benefitting from these events are not participating with sponsorship. He requested Seyferth PR to reach out to members of the DDA to assist in generating sponsorship. Norman noted that those restaurants who are not participating already pay a 2 mill DDA tax.

Wright requested to see expenditures. Moran stated he will provide them.

Wright inquired about insurance coverage for events. Haga stated liquor liability and liability insurance falls under the Township policy and is included in the annual premium.

Knapp thanked Seyferth PR and suggested pre-selling event tickets in restaurants to engage the public.

Eileen McNeil thanked the many people who helped make these events possible; Kevin Moran, Brian Hilbrands, Justin Knapp and the employees of Edward Jones, and Mark Fitzpatrick and the staff in the Parks department.

Knapp requested information at the next board meeting to help inform the board as to what is considered a reasonable expense vs. unreasonable.

Moran stated Amway will cover 50% of event costs in 2019. DDA/Township will be responsible for all event costs starting in 2020.

VI. REPORTS AND COMMUNICATIONS

a. Status of Riverfront Park Construction

Ferro stated most of the work for 2018 is wrapped up with the exception of vegetation that will be planted sometime this month along the riverbank. Items to be completed next year include completion of the amphitheater design, obtaining a DEQ permit for the amphitheater, construction of the amphitheater stage, outdoor grading and flat-stone seating, and irrigation. Ferro stated the project will be over budget and additional funding will be needed. Ferro stated the design of the amphitheater is decided by the Township Board with input from the major donor.

b. Community Center/Library Building Update

Ferro stated there was a series of meetings recently between the Building Committee and architect to review multiple options for the shape of the building and floor plan. Ferro distributed design handouts. Single story, two-story, and 1 and 2-story combination were all reviewed. Ferro stated the two-story design with an enclosed courtyard was chosen as the preferred option.

Norman asked if a rough cost estimate has been done. Ferro stated no, those calculations will be worked on this week. Additional costs to be determined are site improvement costs including floodplain fill, stormwater chambers, and separate parking area.

Wright asked what percentage of the Capital Campaign is contributed to this building. Ferro stated a significant portion but the figures have not been completed. This library building is about \$9 million, Riverfront Park is about \$1.6 million. The Capital Campaign has about \$7 million and it is being applied to both projects.

VanderWulp left at 9:05 a.m.

Ferro stated the multi-purpose room attached to the library could be added sometime in the future if the budget doesn't allow for it now.

Ferro stated he will send a larger overview of the property to the board members so they can see the building, parking and greenspace.

c. DDA Financial Report, 11/30/18

Hilbrands reviewed the financial report as presented in the board packets.

Norman asked if there's a social media push for the Farmer's Market. Hilbrands stated the Market Manager posts reminders on the Farmer's Market Facebook page. Additional pushes through the Ada Township Facebook page could also be done.

Norman commented on the smaller size of the light post banners and darker color, and stated he prefers a larger banner size.

VII. BOARD MEMBER COMMENT

Wright commented on the obstructed view at Ada Drive and Headley Street from an overgrown bush. Haga stated the owner of that property has recently changed. Norman asked if the Township can require the removal of the bush as a safety measure. Ferro stated it could be enforced through the zoning rules.

Harrison expressed his appreciation to the staff, community, and volunteers who make the events successful. He also recommended adding the Seyferth PR video from this morning to the Ada Township Facebook page.

Bowersox reminded everyone that the next DDA Board meeting will be in January and he wished everyone a Merry Christmas.

Meeting was adjourned at 9:10 a.m.

Respectfully submitted:

Devin Norman, Secretary