

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE DECEMBER 11, 2017 MEETING
ADA, MICHIGAN**

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:00 a.m. by Board Vicechair Bowersox.

BOARD MEMBERS PRESENT: Terry Bowersox, George Haga, Bryan Harrison, Margaret Idema, Devin Norman, Ted Wright

BOARD MEMBERS ABSENT: Justin Knapp, Walt VanderWulp

STAFF PRESENT: Jim Ferro, Planning Director, Brian Hilbrands, DDA Coordinator

PUBLIC PRESENT: Gwen Cieslak, Steve Dertz, Kevin Moran, Kristen Wildes

II. APPROVAL OF AGENDA

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

Motion passed unanimously.

III. APPROVAL OF MINUTES OF NOVEMBER 13 MEETING

Norman proposed adding an amendment to the discussion of the Township Board's decision on the location of the community building/library to indicate that the DDA's recommendation was to delay a decision.

It was moved by Wright, seconded by Harrison to approve the amendment of the minutes of the November 13 meeting.

Motion passed unanimously.

It was moved by Harrison, seconded by Idema, to approve the minutes of the November 13 meeting as amended.

Motion passed unanimously.

Ferro stated that staff would email the amended minutes to the Board members.

IV. APPROVAL OF PAYABLES

It was moved by Idema, seconded by Harrison to approve payment of the Seyferth PR invoice for services through October 31 in the amount of \$1,000, payment of the Woods Landscaping invoice for garland installation services in the amount of \$847.50, and the Hopkins Fundraising Consulting invoice for services through November 16 in the amount of \$5,800.

Motion passed unanimously.

V. DISCUSSION OF BANNER PURCHASING OPTIONS

Hilbrands presented a number of banner purchasing options that the DDA could pursue to replace the worn-out banners currently on Village light posts. Hilbrands stated that the Board should consider whether all banners should have just one design, or if there should be seasonal banners, and if there should be banners on every light pole, or only half of the light poles. Hilbrands stated that staff were looking for direction from the Board as they get ready to prepare the 2018-2019 budget.

Harrison asked if banners were a DDA expense in the past as well. Ferro stated that they were, but previously there were a lot fewer banners.

Norman asked if Township staff still put up and take down the banners. Haga stated that they do.

Norman stated that we could always start by putting banners on every other pole, and then always purchase more at a later time if needed.

Harrison noted that if we purchase both year-round and seasonal banners, the year-round banners will fade faster than the seasonal banners.

Wright asked if it is possible to source hardware from somewhere else. Hilbrands stated that it could be an option.

Ferro stated that he was concerned that seasonal banners on every pole mixed with year-round banners could end up being a high cost.

It was the consensus of the Board to budget for purchasing year-round banners for half of the Village light poles.

VI. REPORTS AND COMMUNICATIONS

a. Status of Ada Drive Project/River Street Project

Ferro stated that River Street and Settlers Drive opened Friday afternoon, and they are now fully open for traffic. He stated that the project is about 98% complete with only some curb and sidewalk work left to do, as well as eventually closing the temporary parking lot access. Ferro also stated that the lights along River Street will not have power until February.

Wright questioned if it would be a safety issue along the sidewalk if the street lights were not working until February. Steve Dertz stated that he has a quote coming in to get temporary power to River Street.

b. Status of Riverfront Park Construction

Ferro stated that work is continuing on the restroom building and that concrete block is being laid for the perimeter walls. Work is also continuing on the concrete retaining walls.

Harrison asked if there is an engineer out checking the quality of concrete being poured in these cold temperatures. Ferro stated that Progressive AE does have someone out there.

c. Status of Community Building/Library

a. Building Project Manager Recruitment

Ferro stated that included in the Board members' packets was the RFP that has been distributed for a contract project manager.

Harrison asked who will review the RFPs and make a decision once they have been received. Ferro stated that is yet to be determined.

Hilbrands provided an update on the Capital Campaign. He stated that the next Capital Campaign Cabinet meeting is scheduled for January 31st, and at that meeting Cabinet members will receive

training on how to approach potential donors. Hilbrands also stated that he hopes to have information on a lead gift at the next DDA meeting.

b. Public Parking Agreement Discussions with The Community Church

Haga stated that a meeting was requested between Township Board members and members of The Community Church. He stated that he is now waiting for a proposal from The Community. Haga stated that the agreement is looking like it will be for 15 years, with the Township granted the right of first refusal on purchase of the church property.

Wright asked if the agreement takes into account what the lot will look like after the community building is completed.

Idema asked if there will be a reduction in the number of parking spaces. Ferro stated that there will actually be an increase in the number of spaces.

d. Traffic/Pedestrian Safety Issues

Ferro stated that he and Haga had met with representatives from the Kent County Road Commission to discuss traffic and pedestrian safety issues in the Village.

Haga introduced the summary from that meeting.

Idema asked why the road commission did not want speed bumps. Harrison responded that it is often because of plowing. Haga stated that the road commission claimed that people often increase their speed between speed bumps.

Norman stated that he was concerned with the speed of vehicles on Ada Drive, especially coming down the hill into the Village. Haga stated that the Township Board is budgeting for two new speed boards.

Wright stated that there are also traffic concerns at the intersection of Headley Street and Thornapple River Drive near the museum.

Ferro noted that only one leg of the Ada Drive and Thornapple River Drive intersection was striped even though the Township asked for all four sides to be striped.

Norman asked if there is a follow-up meeting, and what the next steps are. Haga stated that Pete LaMourie, traffic engineer from Progressive AE, would be submitting a proposal to the Township Board to evaluate traffic and pedestrian safety in the village.

e. Update on Township Strategic Planning Process

Haga introduced the strategic planning process that the Township Board recently undertook. He stated that Township Board members, stakeholders, and department heads were involved and participated in a two-day workshop. Haga stated that the outcomes included developing a mission statement for the Township, as well as a strategic planning framework and a number of critical success factors.

Idema asked if the relationship between the DDA Board and the Township Board was addressed. Hilbrands stated that one of the critical success factors was increased communication between those two boards, as well as the Planning Commission.

Harrison stated that he thought it was great the Township was doing this, and it focuses all the different Township bodies on the priorities. He stated that in regards to transparency and communication, we have been doing a lot with the day-after updates that get sent out after meetings, as well as including minutes of other meetings in the Township Board packet. Harrison also stated that he believes Township Board members should at least be considered for the vacant position on the DDA Board.

Harrison stated that having 14 priorities is a lot, and if you end up having too many priorities than nothing ends up being a priority.

Wright questioned why no members of the DDA Board were invited to participate in the strategic planning process.

Ferro stated that staff could send out the full document to the Board members.

f. Update on DDA Board Member Recruitment

Haga stated that he has received six applications, all business owners, for the vacant DDA Board member position. Haga stated that he anticipates making a recommendation to the Township Board at their January meeting, and that he would like to hear input from other DDA Board members.

Norman asked if adding a Township Board member would help with communication.

Wright stated that he would like to see another resident on the DDA Board, especially as the Village population increases.

g. DDA Financial Report, 11/30/17

Hilbrands presented the DDA financial report and highlighted some of the major expenditure items. He reported that the Farmer's Market revenues have exceeded the budgeted \$9,000 by \$2,340.

Harrison asked if there was any input from the vendors on how they did this year. Ferro stated that in the draft Farmers' Market Annual Report it appears that the vendors had a good year.

Harrison stated that we have to anticipate how building the community building might affect the Farmers' Market.

VII. BOARD MEMBER COMMENT

Idema asked if there was any follow-up with Woods Landscaping about whether they could use a brush attachment for clearing sidewalks. Hilbrands stated that he did talk to Woods about using a brush, and Woods replied that they have found a brush attachment is not as effective for removing heavy snowfalls.

Norman asked if we had asked Woods to deice last week. Ferro responded that we did not, but we should have.

Harrison thanked everyone for their service to the Board.

VIII. PUBLIC COMMENT

There was no public comment.

IX. ADJOURNMENT

It was moved by Idema, seconded by Harrison to adjourn the meeting.

Motion passed unanimously.

The meeting was adjourned at 9:22am.

Respectfully submitted:

Devin Norman, Secretary/Treasurer