

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE DECEMBER 16, 2013 MEETING**

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, Bob Kullgren, Walt VanderWulp , Ted Wright

BOARD MEMBERS ABSENT: Devin Norman

STAFF PRESENT: Jim Ferro, Planning Director

OTHERS PRESENT: Ken Dixon, Dixon Architecture

PUBLIC PRESENT: Susan Burton, Township Clerk

APPROVAL OF AGENDA

The agenda was approved by consent.

APPROVAL OF MINUTES OF NOVEMBER 18 AND DECEMBER 4 MEETINGS

It was moved by Bowersox, seconded by VanderWulp, to approve the minutes of the November 18 and December 4 meetings as presented. Motion passed unanimously.

APPROVAL OF PAYMENT OF PROGRESSIVE AE INVOICE DATED DECEMBER 10, 2013

Ferro distributed a revised/corrected invoice from Progressive AE, to replace the invoice that was included in the meeting packets.

It was moved by Harrison, seconded by Ippel, to authorize payment of the invoice in the amount of \$42,819.98, subject to review by the Chairman for conformance with the contract. Motion passed unanimously.

REVIEW/DISCUSSION OF VILLAGE DESIGN PLAN, DRAFT FINAL REPORT

The Board reviewed the 2nd draft of the Village Design Plan Final Report.

Ferro summarized changes from the previous draft of the report, including the changes to the alternative plans which depict the Speedway station remaining in its current location, and changes in the assumptions made regarding the potential building square footage that could be built based on the plan. Ferro stated that the initial calculation of potential square footage was based on the assumption that half of all new buildings would be single-story, and half would be 2-story. The revised calculations are based on the assumptions that all new construction is at least 2-story, with half of the buildings being 3-story. Ferro stated this did not result in any change in projected retail floor area, which is all on the ground level, but increased the potential office square footage and number of residential units. Ferro noted this also changed the comparison of parking supply to calculated parking demand, although there is still a surplus of parking based on the calculations.

Board members discussed the issue of parking adequacy. Korth expressed the view that there should be flexibility in the plan to potentially convert an initial surface parking area to a parking structure in the future, and anticipate this potential in the initial design and layout of parking and buildings. He suggested this potential be considered for the area in Phase 4 of the plan.

VanderWulp suggested that the landscaped median on M-21 could be extended from the proposed roundabout further to the east across both the Ada Drive intersection and the new River St. intersection, since those intersections are described as being restricted to right-turn in and right-turn out traffic movements.

Ferro stated that most of the inconsistencies and typographical/grammatical errors have been corrected in

the report. He stated that there have not yet been any changes made to the proposed Regulations section of the report yet.

Concern was raised as to whether the Plan should be approved prior to the proposed Regulations being revised based on previous concerns that have been discussed over the level of detail in the rules. Kullgren pointed out that the proposed Regulations have no legal effect unless adopted through the zoning ordinance amendment process, and that the Planning Commission would have as much, if not more, influence over the final regulations than the DDA Board. Ferro noted there would also be a public input process in the formal consideration and adoption of changes to the zoning rules.

It was moved by Haga, seconded by Harrison, to approve the draft Final Plan Report dated December 12, 2013, subject to the proposed Regulations being revised based on DDA Board member input received to date, and included as an Appendix in the Plan report.

In discussion of the motion, Korth stated that he will support the motion, recognizing that the Plan is a broad-brushstroke with a lot of details that will remain to be worked out.

Motion passed by 8-0 vote.

Note: VanderWulp and Bowersox left the meeting at this time.

ADA FARMERS' MARKET, ANNUAL REPORT TO THE DDA BOARD

Kullgren introduced Jennie MacAnaspie, Farmers' Market Master, to the Board. MacAnaspie summarized her written report to the Board regarding the 2013 Farmers' Market season, including number and type of season-long and daily vendors, information regarding programming for children's activities and music in the market, volume of credit/debit and EBT/Bridge Card transactions compared to prior year, and basket sales. MacAnaspie stated it is not known for certain what accounts for the reduced volume of credit/debit transactions, but noted that there were more adverse weather days in the market this year, there may be more vendors who accept electronic payments on their own, and the new Downtown Market in Grand Rapids is another factor to consider.

MacAnaspie noted that print advertising was reduced this year in favor of greater use of social media. She noted reduced sales rate of the shopping baskets, which she attributes to saturation of the market for these. She stated she intends to sell the remaining baskets next year, but not order any more.

MacAnaspie stated she requested voluntary, anonymous reporting of sales data from vendors during the season, with spotty response. She indicated she will make this mandatory next year, but still anonymous. She noted that total revenues during the fiscal year to date have been \$11,265, with expenses of \$10,810.

MacAnaspie indicated she will be making a proposal to the DDA Board after the first of the year to create a Market Advisory Board. She also noted she wishes to consider phasing out the token system, due to the level of complexity and time commitment involved in record-keeping.

Kullgren noted that dropping the credit/debit system and Bridge Card/Double-Up Food Bucks program is a complex question that will require careful consideration of many factors, including input from vendors. He stated we will need to consider whether we wish to stand out as one of very few markets that does not accept Bridge Cards.

Ferro noted that MacAnaspie's contract with the DDA expires at the end of the year, and will need to be considered for renewal soon. Kullgren suggested that he and Ferro meet with Jennie to complete an evaluation of the past season and establish some benchmarks for areas of needed improvement, and that the Board be asked to approve an extension of the contract at the January meeting.

PUBLIC COMMENT

There was no public comment.

BOARD MEMBER COMMENT

Ippel asked for a review of connections from the Township's trail network to the Village be scheduled for review/discussion.

ADJOURNMENT

The meeting was adjourned at 9:45 a.m.

Respectfully submitted:

Tom Korth, Secretary