

**ADA TOWNSHIP TOWNSHIP BOARD / ADA TOWNSHIP DDA
WORK SESSION
MONDAY, MAY 22, 2017 - 7:00 P.M.
ADA TOWNSHIP HALL
MINUTES**

The meeting was called to order by Supervisor Haga at 7:00 pm.

Present from the Township Board: Supervisor Haga, Treasurer Moran, Clerk Smith, and Trustees Hurwitz and Jacobs. Absent – Trustees LeBlanc and Proos.

Present from the DDA: Bob Kullgren, Walt VanderWulp, Terry Bowersox, George Haga, Bryan Harrison. Absent – Sarah Andro, Jim Ippel, Devin Norman, and Ted Wright.

Also present: Keith Hopkins, Hopkins Fundraising Consultants; Lance Werner, Kent District Library; Michelle Boisvenue-Fox, Kent District Library; Bill Payne, Amway; Eileen McNeil, Seyferth PR; Penny Zurgable, Michael Zurgable, Gary McAleenan.

Bob Kullgren explained the “Case for Support” and the scope of the feasibility study, which involved the two public spaces (the space between Headley and M-21 and the “Settler’s Grove along the riverfront.) After determining preliminary financial numbers of \$1.5 million for Settler’s Grove and \$7 million for a library, Keith Hopkins was retained to conduct a feasibility study regarding the potential to raise funds for development of the properties.

Keith Hopkins, Hopkins Fundraising/Consulting, gave an overview of the feasibility study process and report. He stated the question of raising money had an overwhelmingly positive response. Most people were pleased to see Ada moving ahead and felt the proposed development would increase visitors to Ada. People generally felt that the Settler’s area was very much an underutilized asset, and most thought it very possible to raise \$4 million. Concerns include the community perception regarding Amway’s involvement as well as the parking issue. Some felt a library/community center was not needed and/or that it was irrelevant; however, some very prominent members of the community were very much in favor and willing to provide funding. Some felt that such a campaign should be run by community and civic leaders, not the government. Many suggested the splash pad was too close to Fulton and that the riverfront was a more appropriate place for the Farmer’s Market.

Hopkins felt that Ada is in a good position to raise between \$2.5 million and \$4.4 million.

Key suggestions from Hopkins included the following:

- A letter should be sent to interviewees
- The Township Board/DDA must act soon and cannot sit on it
- A campaign would probably run for 10 – 12 months
- There is a need to move very quickly

Questions/comments from those present included:

We need to consider the suggestions regarding Farmer’s Market

We need to listen to the opinions presented

There is a need to educate or understand

Next steps include:

The DDA and Township need to come together

Decide on a goal for the amount to raise

Timetable: 2-3 months planning; 2-6 months quiet campaign; 2-3or4 months public campaign

Decide whom to staff the campaign (professionals, volunteers, etc.)

There was a question about the effect of inflation. Hopkins responded that typically a contingency is included.

There was a question about how much could be raised during the quiet period. Hopkins replied approximately 70%. Another question of whether both projects would be included together or if they would be separate. Hopkins replied that they should be together.

There was a question about up-front costs and/or other short-term methods.

There was a comment that when input is received from the public, serious consideration should be given. It was suggested we look at timing.

There was a question about a proposal for the campaign.

There was a comment that the first take at the design of Headley showed a lack of parking.

A question was asked to Jim Ferro about Anika and the expertise with regeneration rates regarding libraries. Ferro said he was struck by how low.

There was a comment that a library would drive foot traffic.

A question was asked if any of the \$2.5 to \$4.4 million would be earmarked for parking. The answer was no.

There was a comment about the Facebook page, and Penny Zurgable stated she had set it up with minimal involvement.

The work session was adjourned at 8 p.m.

Respectfully Submitted

Jacqueline Smith
Ada Township Clerk