

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE JANUARY 14, 2019 MEETING
7330 THORNAPPLE RIVER DR. SE, 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, Ted Wright (arrived at 8:05 a.m.), Devin Norman, Justin Knapp

BOARD MEMBERS ABSENT: Margaret Idema

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

PUBLIC PRESENT: 3 Members

II. APPROVAL OF AGENDA

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

III. APPROVAL OF DECEMBER 10 AND DECEMBER 17 MEETING MINUTES

It was moved by Coe, seconded by Harrison, to approve the minutes of the December 10th & 17th meetings as presented. Motion passed unanimously.

Ted Wright arrived.

IV. FARMERS' MARKET ANNUAL REPORT

Jennie MacAnaspie, Market Manager, was available for questions regarding the Farmers' Market Annual Report which was provided in the Board packets. Norman asked MacAnaspie what her opinions are of the past year for the Market. MacAnaspie stated that she feels the majority of vendors have been very happy. Traffic has decreased somewhat and she believes that is because Headley Street is more of a pass-through street now. She doesn't feel that the market will get much bigger than it was this year but that may change with the new location. She's hoping to work with retailers to help pull more people out onto the sidewalks.

Coe asked if a survey was sent to the public asking about what kinds of vendors they would like to see. MacAnaspie stated one was sent when the Farmers' Market began but it was asking questions like which days and times would be best, where do you shop, etc., not the types of desired vendors. Coe stated an updated survey would be helpful and asked if one could be sent out sooner rather than later. MacAnaspie stated the best time to survey would be when the Market is open so current customers can be surveyed.

MacAnaspie stated that she keeps hearing from the public that a Saturday Farmers' Market is desired but unsure if it would be successful. She stated that she believes Caledonia, Kentwood, and Rockford have Saturday Farmers' Markets.

Harrison thanked MacAnaspie for her continued service to the community.

V. FORMALIZATION OF DDA EVENTS COMMITTEE

Hilbrands reminded the Board that Amway has asked the Township and DDA to take over Beers at the Bridge and Brats and Bonfires. In doing so, it is being requested that two representatives of the DDA volunteer to be on the Events Committee. The meetings will likely be held once a month and possibly more as events get closer.

Justin Knapp and Bryan Harrison volunteered to be on the DDA Events Committee. Dawn Marie Coe and Terry Bowersox stated they were open to being on a subcommittee.

VI. REVIEW OF PROPOSED 2019-20 MEETING DATES

It was moved by Harrison and seconded by Norman to approve the DDA meeting dates for FY 2019-20. Motion passed unanimously.

VII. PROPOSAL FOR ADDITIONAL FUNDING SOURCES FOR LIBRARY/COMMUNITY CENTER

Ferro reviewed his memo to the DDA which outlined additional funds being requested from the DDA for the Library/Community Center project. Ferro stated that since the 2017 Funding Plan, two significant changes have occurred which have increased the need for additional funding. Those changes are: 1.) The roof addition to the amphitheater for Riverfront Park, and, 2.) Administrative costs associated with the Capital Campaign for consultants and marketing, as well as additional time incurred by the DDA Coordinator.

Norman noted that the costs of the campaign are about 1% of the total campaign amount and that is about half of what the DDA anticipated at the beginning of this process. Norman also stated that this project started out as a community center so it should not be an option to remove it. He stated that they should not lose sight of the community center aspect of the building. Norman expressed his approval of the additional funds being requested.

Ferro noted that looking ahead, the Fund Balance for the DDA is positive and there will be a modest increase of tax increment revenue.

VanderWulp noted that in the not-so-distant future, a new Township Hall will be necessary. Ferro stated a new Township Hall would require its own financial analysis to determine whether it could be constructed without an additional voted millage or potential bond issue.

Harrison inquired whether there are any plans on how the land on the south side of Headley will be used. Ferro stated GELD, LLC still owns that property and he has not heard of any plans on how it will be used. Harrison stated that when looking at parking funds, \$25,000 per year is currently being spent to lease parking spaces from the Community Church. Perhaps the Township should look at purchasing the GELD property to secure it for parking and/or a new Township Hall.

Norman stated the \$25,000 per year lease was predicated on the fact that the Library/Community Center was planned to be built on the south side of Headley. Now things have changed.

It was moved by Harrison and seconded by Norman to recommend approval to the Township Board, the revised project funding budget for the Library/Community Center building of \$10,563,000, based on the proposed additional General Fund contribution of \$300,000 in "cash

on hand,” reduction in the amount of funding set aside for future parking from \$1 million to \$460,000 and confirmed additional capital campaign contribution pledges of \$1.2 million.

Motion passed unanimously.

Haga thanked Ferro for his work in preparing this proposal.

VIII. REVIEW OF DRAFT 2019-2020 BUDGET

Hilbrands reviewed the draft budget as presented in the board packets.

VanderWulp inquired on the status of the new lights for the lamp posts. Haga stated they have been ordered and the hope is that they will be installed before the end of this fiscal year.

Haga explained that the DDA Coordinator will be moving into Step 3 of the pay system which will be a 1.5% pay increase. Harrison asked for clarification on the wage increase. Is it an annual wage increase or performance increase? Haga stated it is a cost of living increase.

Norman asked if there are areas in events where expenses could be reduced. Hilbrands stated yes; tents, t-shirts, bartenders, and fencing are some areas where expenses could be reduced. Norman inquired if Event Management costs might decrease. Hilbrands stated those costs will remain the same this year but may change in the future.

VanderWulp stated that a long-term view of what the DDA’s responsibilities are should be established. Harrison agreed and recommended having Downtown Grand Rapids Inc. come in to talk about their structure.

Hilbrands asked the board if the line item of \$100,000 for leveling the pavers on Ada Drive, installing planter boxes, and replacing dead trees along the street should be included for this year’s budget. Board consensus was yes, keep the line item.

It was moved by Norman, seconded by VanderWulp, to recommend the requested budget for the 2019-2020 fiscal year.

Motion passed unanimously.

IX. REPORTS AND COMMUNICATIONS

a. Status of Riverfront Park Construction

Ferro stated the Riverfront Park construction is on hold until spring. Items that need to be completed are: sidewalk, topsoil, irrigation, bank stabilization, amphitheater structure, and obtaining the DEQ permit.

Harrison asked if the amphitheater design was shared with the DDA. Ferro stated he believed it was but will double check.

*VanderWulp left the meeting at 9:02 am.

b. Community Center/Library Building Update

Ferro stated several meetings with the architectural design team are planned this week. The goal is to have design layouts and appearance to all the boards this month.

Coe asked if someone is holding the design team responsible for making sure that the building fits the character of Ada. Ferro stated that the Township has design guidelines, and that the building committee is aware of them.

c. DDA Financial Report, 12/31/18

Hilbrands reviewed the financial report as outlined in the board packet. \$653.00 was paid to RRR Lawn & Landscape for garland installation. Revenues to date for the Farmers' Market total \$8,970.00.

X. BOARD MEMBER COMMENT

Norman asked if any new businesses are coming to town. Ferro stated a dentist office is on the agenda for this week's Planning Commission meeting.

Coe stated the amount of philanthropy pouring into Envision Ada is phenomenal. Ferro stated the philanthropy has helped keep the Township's administrative costs down.

XI. PUBLIC COMMENT

There were no public comments.

XII. ADJOURNMENT

It was moved by Norman, seconded by Harrison, to adjourn the meeting at 9:11 a.m. Motion passed unanimously.

Respectfully submitted:

Devin Norman, Secretary