

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE MARCH 11, 2019 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, Walt VanderWulp, Dawn Marie Coe, Ted Wright

BOARD MEMBERS ABSENT: Bryan Harrison, Margaret Idema, Justin Knapp, Devin Norman

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

PUBLIC PRESENT: 4 members

II. APPROVAL OF AGENDA

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

III. APPROVAL OF MINUTES OF FEBRUARY 11, 2019 MEETING

It was moved by VanderWulp, seconded by Coe, to approve the minutes of the February 11, 2019 meeting as presented. Motion passed unanimously.

IV. APPROVAL OF PAYABLES

Hilbrands presented invoices from Display Sales in the amount of \$162.00 for replacement of garland lights and from Woods Landscaping in the amount of \$1,046.00 for sidewalk salting and \$3,710.00 for snow removal services.

It was moved by Haga, seconded by Coe, to approve the above invoices as presented. Motion passed unanimously.

Hilbrands also presented an invoice from Woods Landscaping for snow windrow removal. Hilbrands noted that there was a misunderstanding between the Township and Woods regarding the bid specifications and pricing for removal of snow windrows along the curb, when requested by the Township. The bid specifications requested a cost per hour for removal and hauling of snow windrows, and Woods interpreted this as a cost per hour per equipment item used for the removal operation. Hilbrands stated he met with Ken Remijn, owner of Woods Landscaping, and was able to get clarification of the charges. Mr. Remijn also provided a detailed explanation of charges which was provided in the board packets. Hilbrands stated he believes Woods fee for the work is reasonable based on his explanation and the cost of the same work completed for the Township in the past by a different vendor, and recommended approval of the invoice.

Board members expressed appreciation for the good work Woods Landscaping provides and they appreciate the detailed explanation of charges from Mr. Remijn.

It was moved by Coe, seconded by Wright, to approve the Woods Landscaping invoice in the amount of \$2,070.00 for snow windrow removal services as presented. Motion passed unanimously.

V. APPROVAL OF SEYFERTH PR CONTRACT FOR EVENT PLANNING AND COORDINATION SERVICES FOR BEERS AT THE BRIDGE 2019

Hilbrands presented the 2019 contract with Seyferth PR and estimated costs. Hilbrands stated that Seyferth PR will take on various vendor costs up-front and will incorporate those costs in their monthly invoices to the DDA. This year, the estimated costs will be shared 50/50 between Amway and the DDA. Vanderwulp asked if the costs will be the same as last year. Hilbrands stated that staff and Seyferth are working together to reduce costs. Coe asked if this was the final year of Amway's involvement. Hilbrands stated yes, it is the final year of their involvement.

It was moved by Haga, seconded by VanderWulp, to approve the Seyferth PR contract for Event Planning and Coordination Services for Beers at the Bridge for 2019. Motion passed unanimously.

VI. DISCUSSION OF 2019 FARMERS' MARKET HOURS

Jennie Mac Anaspie, Market Manager, discussed reasons for the new Farmers' Market hours which are 9:30 a.m. to 2:00 p.m. The times were preferred by the vendors in order to not compete with rush hour traffic. Historically, the amount of customer traffic significantly decreases after 2:00 p.m. Mac Anaspie also provided a survey of farmers' market hours from surrounding areas and noted that they all have similar hours. Mac Anaspie also stated that vendors will be required to stay until closing.

VanderWulp asked if River Street will be the permanent location of the Farmers' Market. Mac Anaspie stated that unless there is a permanent structure, yes, it will stay at River Street for the foreseeable future.

Wright asked Mac Anaspie if there is a marketing strategy and if she attends the Ada Business Association meetings. Mac Anaspie stated she would like to have the vendors get active in promoting the Farmers' Market as well as involving the local retailers. Mac Anaspie also stated that she has not been to an ABA meeting but plans to attend in the future.

Bowersox asked for clarification on where the Farmers' Market will be located. Ferro stated it will be on River Street, just east of Zeytin. VanderWulp stated good signage will be important at that location. Mac Anaspie agreed and stated that she would like to get permanent signage. Normally, there are several 4ft. x 10ft. banners placed throughout the Township. She is looking in adding a banner on the fencing at Ada Dr. and Thornapple River Dr. Mac Anaspie also stated that there are signs that go up on the morning of the event to alert the public that the Market is open.

Haga asked, for insurance and liability reasons, if an agreement is being worked out with the condo association. Ferro stated they are reaching out to the condo association regarding an agreement.

VII. APPROVAL OF FARMERS' MARKET MANAGER CONTRACT FOR FY 2019-2020

It was moved by Haga, seconded by VanderWulp to approve the Farmers' Market Manager Contract for FY 2019-2020 as presented. Motion passed unanimously.

VIII. REPORTS AND COMMUNICATIONS

a. Township Signage Update

Ferro stated the Township is currently working with a consultant whose services are being covered by Amway on a donated basis to come up with an integrated and coordinated design for signage to

replace all of the existing signage identifying all types of Township facilities. The DDA has budgeted for a new Village entry sign at M-21 and Ada Drive. A couple meetings with the consultant have taken place and another will be scheduled soon to review refined options for the signs.

b. Riverfront Park Construction Update

Ferro stated the architect is working on the construction plans and a DEQ permit application for the amphitheater which is planned to be under construction this spring.

c. Community Center/Library Building Update

Ferro stated the architect has provided renderings and a floor plan. There is still a lot of detail that needs to be added such as exterior materials and color selection. The floorplan design will continue to be developed in the current design phase. The cost estimate continues to be refined as the design gets more specific. Soil borings will be conducted soon.

VanderWulp asked if there will be signage indicating where public parking will be. Ferro stated yes, and there are currently two signs which will be installed this spring at the Community Church property at Thornapple River Dr. and Headley Street.

VanderWulp recommended adding public parking signage for Bronson Street and other areas where parking is obscure.

d. Report on Comparison of DDA Event Involvement

Hilbrands provided a report and gave a brief overview of what types of events other DDA's are currently involved in. Hilbrands noted that the Cascade DDA is looking into creating a Special Event Permit Application that would allow businesses to apply for event funding from the Cascade DDA.

The report also provided a summary on the activity of Downtown Grand Rapids Inc. (DGRI). Hilbrands stated he spoke with Megan Catcho, the Event Coordinator for DGRI. DGRI is involved with planning and putting on several annual events such as Movies on Monroe, Relax at Rosa, World of Winter, State of our Downtown, and Light up Downtown. Their main focus is activating the downtown area. They try to partner with local businesses to cross promote.

(VanderWulp left the meeting at 9:04 a.m.)

e. 2019 Leprechaun Hunt

Hilbrands noted that the Leprechaun Hunt will be taking place this Friday, March 15th. There are a number of businesses participating in the event this year. Hilbrands stated this is a great opportunity for businesses to be involved and there is no sponsorship cost to participate. Businesses are just asked to provide some sort of handout for the children.

f. DDA Financial Report, 2/28/19

Hilbrands gave a brief overview of the February financial activity as outlined in the board packets including sponsorship payment to the Ada Business Association for the 2018 Tinsel, Treats & Trolleys event, and payment to Woods Landscaping for January snow removal and salting services. Farmers' Market expenses for 2019 are \$105.00.

IX. BOARD MEMBER COMMENT

No comments were made.

X. PUBLIC COMMENT

No comments were made.

Meeting was adjourned at 9:11 a.m.

Respectfully submitted:

Devin Norman, Secretary