

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF THE APRIL 8, 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, Bryan Harrison, Dawn Marie Coe, Ted Wright, Margaret Idema, Devin Norman, Justin Knapp

**BOARD MEMBERS ABSENT:** Walt VanderWulp

**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 Idema, seconded by Harrison, to approve the agenda as presented. Motion passed unanimously.

**III. ELECTION OF OFFICERS**

Hilbrands stated that the new fiscal year began on April 1, 2019. It is time to re-elect officers for another term. Currently, the officers stand as follows:

Terry Bowersox – Chairperson  
Margaret Idema – Vice Chairperson  
George Haga – Treasurer  
Devin Norman – Secretary

It was moved by Harrison, seconded by Wright, to re-elect the current officers to their current positions. Motion passed unanimously.

**IV. APPROVAL OF MINUTES OF MARCH 11, 2019 MEETING**

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

**V. APPROVAL OF PAYABLES**

- a. **RRR Lawn and Landscape 3/15/19 invoice for light pole garland removal in the amount of \$1,306.00 (50% paid by DDA and 50% paid by Ada Township)**
- b. **Seyferth PR 2/28/19 invoice for event planning services in the amount of \$904.38**
- c. **Woods Landscaping 3/4/19 invoice for snow removal services in the amount of \$1,590.00**

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

## **VI. APPROVAL OF 2019 AMENDMENT OF FARMERS' MARKET AGREEMENT WITH THE COMMUNITY CHURCH**

Hilbrands stated that last week he met with Jim Ferro, Planning Director; Jennie MacAnaspie, Market Manager and Phil Leerar of GELD, LLC. There was discussion regarding the ongoing construction this summer on River Street and the impact that might have on the market. It is being recommended to keep the Farmers' Market at the Community Church parking lot one more season, through October 31, 2019. Hilbrands stated that the Farmers' Market Agreement between the DDA and The Community Church would need to be amended to cover the 2019 Market season and allow the market to be located at the church.

It was moved by Idema, seconded by Norman, to approve the 2019 amendment of the Farmers' Market Agreement with the Community Church as presented. Motion passed unanimously.

## **VII. REVIEW AND COMMENT OF TOWNSHIP SIGNAGE DESIGN**

Hilbrands provided a brief review of sign options and the recommended sign option chosen by a committee including himself, Supervisor Haga, Treasurer Moran, Trustee Proos, Parks Director Fitzpatrick and Planning Director Ferro. They have been working with a design consultant, Detergent Design, which has been underwritten by Amway, to develop a coordinated design plan for updating all of the identification signage for Township buildings, parks and other facilities. It is in the DDA budget this year to add a new entry sign at the corner of Fulton and Ada Drive.

Board discussed the chosen design option as presented in the board packet. Wright noted the low profile on some of the designs and asked if the committee thought about snow piles in the winter. Hilbrands stated yes, that concern has been mentioned and will be addressed.

Harrison asked if the sizes of the signs would conform to the township's zoning regulations. Ferro stated the entry sign the DDA is responsible for is exempt but all other signs will be conforming.

Idema asked how the signs will be illuminated. Ferro stated the final design has not been completed but the signs could have cabinet type of lighting inside of them or external lights directed on them. Idema asked if the wood posts on the recommended sign would be real wood or a composite. Hilbrands stated the material has not been chosen but durability will be addressed. Idema stated she prefers the words 'Ada Township' written out and then the logo after it. Norman agreed.

Coe stated she likes the preferred option as long as the maintenance level is minimal. Norman agreed and was concerned with durability. Ice could build up between the wood posts and create shifting. Wright also agreed with those concerns.

Wright asked if public could provide input. Hilbrands stated the options could potentially be put on the Township Facebook page and website for input.

Idema stated she prefers the stone base for the main entryway signs. Norman agreed.

Harrison asked if the consultant has pictures of signs that have already been constructed with the wood post backdrop, preferably installed 3-4 years ago. Hilbrands stated he can look into it.

## **VIII. REPORTS AND COMMUNICATIONS**

### **a. Status of Riverfront Park Construction**

Ferro stated Katerburg Verhage continues with site restoration including topsoil spreading, finishing the remaining sidewalk, irrigation installation and lawn seeding.

Ferro stated the amphitheater structural drawings are not yet complete and those are needed in order to submit the amended DEQ permit application.

Ferro stated there is a park dedication and naming ceremony scheduled for Thursday, May 23, 2019.

**b. COMMUNITY CENTER / LIBRARY UPDATE**

Ferro stated that design details continue. There is a Building Committee meeting today to review the schematic design. Pricing updates will be provided by Erhardt Construction. There is a construction and funding update to the Township Board scheduled for the May 13<sup>th</sup> Township Board meeting.

Norman asked when construction is planned to begin. Ferro stated mid-June.

**c. BEERS AT THE BRIDGE SPONSORSHIP INFORMATION**

Hilbrands stated the sponsorship form has been completed and was sent to businesses about a week ago. Two new sponsorship opportunities are being provided including a Family Zone Sponsorship and Cup Sponsorship.

Coe asked if decisions have been made regarding buying vs. renting tents. Hilbrands stated the tents will be rented again this year due to lack of storage and difficulty of setting up such large tents.

Haga expressed appreciation and thanked Hilbrands and Treasurer Moran for working hard on Beers at the Bridge.

**d. 2019 LEPRECHAUN HUNT SUMMARY**

Hilbrands stated the number of businesses participating this year almost doubled from last year. Despite the bad weather, there was still a good turnout with over 100 kids participating.

Haga moved, Harrison supported, to temporarily adjourn this meeting at 8:42 a.m. in order to go into the DDA Semi-Annual Informational Meeting. Motion passed unanimously. Information from that meeting can be found in the separate meeting minutes.

Harrison moved, Idema supported to reconvene meeting at 8:47 a.m.

**e. DDA FINANCIAL REPORT, 3/31/19**

Hilbrands gave a brief summary of the March financials as outlined in the board packets.

Ferro noted that the Revenue and Expenditure Report in the board packet is not entirely accurate. He noted that funds budgeted for transfer from the DDA fund to the Debt Service fund to pay the DDA's share of the Envision Ada capital improvements bonds have not yet been transferred. Therefore, the year-end fund balance is overstated.

Norman asked if the two damaged light poles on Ada Drive have been addressed, one lamp seems to not be anchored and the other lamp is missing. Ferro stated the mis-aligned lamp was damaged by the masonry workers from the new construction happening at the corner of Ada Drive and Headley Street. First Companies will be repairing or replacing that light pole.

Norman raised concerns with the condition of Thornapple River Drive between the trestle bridge and around the bend to Leonard Field Ballpark. Several board members agreed that the road is in dangerous condition. Haga stated he brought that area to the Kent County Road Commission's attention in a recent meeting with the Road Commission Maintenance Director.

**IX. PUBLIC COMMENT**

Laura St. Louis introduced herself to the DDA. She is the new Community Organizer with Disability Advocates. She would like to make sure that community planning involves accessibility to all individuals including those in wheelchairs, walkers, and those hard of seeing or hearing.

Meeting was adjourned at 8:54 a.m.

Respectfully submitted:

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Devin Norman, Secretary