

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE JUNE 10, 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, Walt VanderWulp, Dawn Marie Coe, Margaret Idema, Justin Knapp

BOARD MEMBERS ABSENT: Devin Norman, Ted Wright

STAFF PRESENT: Jim Ferro, Planning Director, Brian Hilbrands, DDA Coordinator, Adina Winczewski, Administrative Assistant

PUBLIC PRESENT: 1 community member

II. APPROVAL OF AGENDA

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

III. APPROVAL OF MINUTES OF MAY 13, 2019 MEETING

It was moved by VanderWulp, seconded by Harrison, to approve the minutes of the May 13, 2019 meeting as presented. Motion passed unanimously.

IV. APPROVAL OF PAYABLES

a. Seyferth PR March, April & May Invoices, Event Planning Services

It was moved by Idema, seconded by Coe, to approve the March, April and May 2019 invoices as presented. Motion passed unanimously.

V. AWARD OF ON-STREET & OFF-STREET PUBLIC PARKING STRIPING PROJECT

Hilbrands stated 3 bids were received. Shoreliners was the lowest bid and previously performed striping for the Township in 2017. The cost of the project will be split between 3 departments (DDA, Fire Department, and Parks & Rec) and is based on the number of parking spots and striped no-parking areas assigned to each department. The DDA's portion is \$480.77.

It was moved by Harrison, seconded by Idema, to approve Shoreliners in the amount of \$480.77 for the DDA's portion of the pavement striping. Motion passed unanimously.

VI. REPORTS AND COMMUNICATIONS

- a. Status of Legacy Park Construction** – Ferro stated the amphitheater is the only thing not completed. The rest of the park is finished. The sign will be installed this summer. The DeVos memorial sculpture will be fabricated this summer, and concrete needs to be poured. Irrigation is installed and metered at the same rates as residents which is paid from the Parks Department budget.

- b. Amy VanAndel Library and Community Center Update** – Ferro stated bids are being solicited by Erhardt Construction in three phases: (1) site work (2) concrete foundation and structural steel (3) balance of the building. Having 3 phases allows for an earlier start for construction. The intent is to get the building closed in by this winter.

Ferro stated that due to a lack of funds, the community room is now a bid alternate. If additional funds can be raised, the community room will be added. VanderWulp expressed concern that the community space is not being included. Idema asked if the DDA's concerns have been discussed with the Township Board. Haga stated yes, the concerns have been mentioned. Harrison stated he was at the Township Board meeting and the Board decided to move forward with the bid packages to keep on schedule. Additional funds are being solicited and Bill Payne is hopeful those funds will be secured. Harrison stated the community space is also a naming opportunity.

- c. Beers at the Bridge Update** – Hilbrands stated they have already exceeded the amount of sponsorship dollars from last year but they would like 1 more grub sponsor. Harrison suggested having food trucks and reaching out to other groups who might want to sell food as a fundraiser.
- d. DDA Financial Report, 5/31/19** – Hilbrands summarized the May financials as outlined in the board packet. Farmers' Market has a net positive income to date of \$1,481.28. Beers at the Bridge has a net positive income of \$12,091.62. Revenues to date total \$14,100.00.

VII. BOARD MEMBER COMMENT

VanderWulp recommended the DDA implement a plan going forward to work with new businesses coming in and making sure they have what they need to be successful.

Bowersox suggested inviting the Citizens Council and Ada Business Association members to the DDA meetings. Knapp stated that we should bring back the idea of having 3 businesses speak at each of the DDA Board meetings.

Harrison stated that because the triathlon was only 2 days ago, it would be helpful to put out a survey on social media to businesses and residents this week to get feedback on what went well and what didn't.

Harrison stated that the Township Board members are up for re-election in 2020. It might be helpful to do a strategic planning session with the new board and to have a joint meeting with the Citizens Council. We could develop a scorecard that can be checked every month or year. We should look at how different DDAs focus their attention. Do we want to be similar to Middleville or Grand Rapids or somewhere in between?

Idema stated the globe lights hanging over Bronson are unnecessary now that the new streetlights are in. Idema also reminded Haga that the timing of when streetlights come on needs to be coordinated so they all come on at the same time.

VanderWulp asked if the speed boards are being used. Haga stated, yes, a speed board is currently on Bronson street.

Coe asked if there are property maintenance rules for businesses. Board discussed several businesses that need improvements and how best to reach out to the owners.

VIII. PUBLIC COMMENT

Kristen Wildes of the Ada Historical Society suggested having the ABA submit a monthly report to the DDA Board.

VanderWulp left meeting at 9:00 a.m.

Meeting was adjourned at 9:02 a.m.

Respectfully submitted:

Devin Norman, Secretary

rs: aw