

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF THE JULY 8, 2019 MEETING  
ADA TOWNSHIP HALL, 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, Devin Norman, Ted Wright, Walt VanderWulp, Dawn Marie Coe, Margaret Idema, Justin Knapp

**BOARD MEMBERS ABSENT:** None

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

**PUBLIC PRESENT:** 2 community members

**II. APPROVAL OF AGENDA**

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

**III. APPROVAL OF MINUTES OF JUNE 10, 2019 MEETING**

It was moved by Idema, seconded by VanderWulp, to approve the minutes of the June 10, 2019 meeting as presented. Motion passed unanimously.

**IV. APPROVAL OF PAYABLES**

Hilbrands summarized the June invoice from Seyferth PR for professional services and out-of-pocket expenses related to the June Beers at the Bridge event.

Norman asked how the Ada Historical Society fits in with the Beers at the Bridge proceeds. Hilbrands stated the Historical Society is a benefactor of the event just as the Fire Department is a benefactor for the Brats and Bonfires events. They get a benefactor check and all other proceeds go to the DDA.

It was moved by Idema, seconded by Coe, to approve paying Seyferth PR in the amount of \$12,840.82. Motion passed unanimously.

**V. DRAFT SURVEY FOR VILLAGE BUSINESSES REGARDING DDA IMPACT**

In response to Board requests in previous DDA meetings, Hilbrands presented a draft DDA survey to be sent to local businesses. The survey will give businesses an opportunity to learn about the responsibilities of the DDA and help the DDA find out how they can help businesses in downtown Ada.

Wright asked when the last DDA survey was sent to the community. Ferro stated general purpose surveys have been sent for Parks & Recreation and the Township master plan, but a survey has never been sent regarding the DDA.

It was moved by Haga, seconded by Coe, to approve sending out the DDA Business Response Survey.

Coe suggested adding the DDA definition and activities to the survey to let people know what the DDA does.

VanderWulp suggested asking the Citizen's Group what they think should be in the survey. Hilbrands stated he will email a draft survey to them first to get their feedback.

Harrison suggested taking this survey one step further and making it a multipage "report to citizens" and survey combination, highlighting the activities and projects the DDA pays for or contributes to, making it interesting with pictures and highlights. Board agreed and also recommended adding it the AdaView and Facebook page.

Knapp suggested adding two questions to the survey for business owners. 1. Do they follow the DDA via Facebook or Twitter? 2. Are they interested in sponsoring an event?

Knapp recommended getting a group photo of the DDA to use for marketing.

Haga withdrew his motion in order to postpone sending the survey and allow time to create a report and survey with suggestions discussed by the Board.

## **VI. REPORTS AND COMMUNICATIONS**

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

Ferro stated the status is the same as last month. We are still waiting for the amphitheater structural components. Landscaping continues to be maintained by Katerburg Verhage under their original contract terms and will soon be turned over to the Township.

### **b. Amy Van Andel Library and Community Center Update**

Ferro stated there are 3 bid packages for the project. The first bid opening, for site work, closed on July 3<sup>rd</sup>. The lowest bidder was the closest to the budget of \$500,000 and they came in at \$510,000 to \$520,000. There is a Township Special Board meeting on July 15<sup>th</sup> to award the first bid.

### **c. Ada Classic Criterium Follow-Up**

Ferro stated the Criterium was held on June 15th and there was an obvious absence of spectators which could have been due to the gloomy weather. Complaints were made to Ashley Jolman of the ABA and were passed on to the Township. Several businesses stated there was a lack of communication regarding the race and road closures. These concerns have been relayed to the organizers who were supposed to communicate one-to-one with businesses along the bike route. The organizers acknowledge they did not do a good job communicating.

Ferro stated the organizers have indicated that they would like to hold the event again next year. Ferro suggested getting input from the business community first before approving the event for next year. The lack of spectators in addition to the road closures minimizes the benefits to the business community.

### **d. Beers at the Bridge June Event Recap**

Hilbrands stated attendance was a record high at 3,300 people. Out-of-pocket expenses were reduced as outlined in the Seyferth invoice. Ticket sales were about the same as last year. More volunteers are needed for the July BATB event.

**e. DDA Financial Report, 6/30/19**

Hilbrands stated the Farmers' Market has a net positive income to date of nearly \$4,000. For Beers at the Bridge, revenues will be close to \$20,000 after the most recent Seyferth invoice, as noted above, is paid.

**VII. BOARD/STAFF MEMBER COMMENTS**

Ferro stated he spoke to Jim Ippel and shared the DDA's concerns about the condition of his building. Ippel stated he will get the items fixed.

Idema expressed concern that ideas shared during board comments fall flat without action and suggested adding a line item to future agendas for "Old Business."

Harrison recommended also adding a line item for "Township Board Update," to be given by Haga. Also recommended, was for a DDA liaison to attend Township Board meetings to inform them what the DDA is working on.

Haga stated milling work on Thornapple River Dr. from the bridge to Cascade Road starts today. The road will be closed to thru-traffic this week.

VanderWulp stated that a dotted white line needs to be painted in between the 2 right turn lanes at Ada Drive turning east on Fulton. Cars on the outside right-turn lane come close to clipping the cars on the inside right-turn lane.

VanderWulp stated the sidewalk on the south side of Fulton Street between Vitale's Restaurant and Bronson Street is extremely overgrown and needs to be mowed. Haga stated MDOT will need to address that area.

Board discussed the lack of safe pathways to get from the Kulross/Rix Street neighborhoods to downtown Ada.

Board discussed the unsightly cigarette butts being thrown in the gutters and along the curbs. Harrison suggested looking into providing cigarette towers.

*VanderWulp left meeting at 9:00 am.*

Wright inquired about the two parcels on the north side of Headley, wondering if there is something in the contract which states the Township must build on each parcel within a certain timeframe. Haga stated the library construction is satisfying that requirement. Wright asked to see a copy of the deed restrictions for the property on the south side of Headley, acquired by Geld from The Community Church. Ferro stated he will provide a copy.

Knapp commented on the great attendance and energy at the 4<sup>th</sup> of July parade. Businesses were participating afterwards, introducing themselves, providing lemonade, etc.

Wright expressed disappointment in that there were no community activities after the parade. Haga stated that was because it was anticipated that the library construction would have already started as well as other large construction projects in the downtown area. Haga stated that there are discussions for next year to have activities at Legacy Park and Leonard Field.

Idema asked why Ada Township does not have a band in the parade.

**VIII. PUBLIC COMMENT**

Kristen Wildes, Ada Historical Museum, suggested contacting the Forest Hills Community Band as a possible performer in parades.

Meeting was adjourned at 9:09 a.m.

Respectfully submitted:

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Devin Norman, Secretary

rs: aw