

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF THE AUGUST 12, 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, Ted Wright, Justin Knapp, Dawn Marie Coe

**BOARD MEMBERS ABSENT:** Devin Norman, Walt VanderWulp, Margaret Idema

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

**PUBLIC PRESENT:** 3 members

**II. APPROVAL OF AGENDA**

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

**III. APPROVAL OF MINUTES OF JULY 8, 2019 MEETING**

It was moved by Harrison, seconded by Bowersox, to approve the minutes of the July 8, 2019 meeting as presented. Motion passed unanimously.

**IV. APPROVAL OF PAYABLES**

**a. Seyferth PR July Invoice for \$10,559.67, Event Planning Services**

Hilbrands summarized Seyferth's invoice as presented in the board packets.

**b. Shoreliners Striping, 7/15/19 Invoice, Parking Spot Striping Services**

Hilbrands summarized Shoreliner's invoice as presented in the board packets stating that \$480.77 is the DDA's portion for pavement striping.

It was moved by Coe, supported by Harrison, to approve payment of the above invoices. Motion passed unanimously.

**V. APPROVAL OF AGREEMENT FOR UPDATE AND CLEANUP OF FARMERS MARKET WEBSITE**

Hilbrands presented a proposal from Jon Conkling to update the Farmers' Market website. It is anticipated to be no more than 2 hours of work at a cost of around \$150.

Harrison asked who maintains the Township website and how many people visit the Farmers' Market website. Hilbrands stated Mighty in the Midwest maintains the Township website. He does not know how many people visit the Farmers' Market website. Harrison suggested the Farmer's Market website be hosted on the Township website.

It was moved by Harrison, supported by Coe, to approve the agreement with Jon Conkling for updating the Farmers' Market Website. Motion passed unanimously.

**VI. APPROVAL OF SEYFERTH PR CONTRACT FOR PLANNING AND COORDINATION SERVICES FOR BRATS AND BONFIRES 2019**

Hilbrands summarized Seyferth's contract for planning and coordination services for the upcoming Brats and Bonfires event for 2019. Some costs have decreased this time due to the previous purchasing of heaters and snow fencing. Hilbrands reminded the Board that this is the final year that Amway will be splitting the cost of holding the Brats and Bonfires event. The DDA portion for the Seyferth PR contract is \$16,500.00.

Wright asked about attendance at last year's event. Hilbrands stated attendance was around 900. In years past it was 1,100-1,200. Last year's decrease was likely due to the event being changed to a Friday and conflicting with people attending high school football games. This year the event will take place on October 17<sup>th</sup> which is a Thursday.

Harrison expressed concerns with costs and suggested more work be done in-house.

It was moved by Harrison, supported by Haga, to approve the DDA's portion of the Seyferth PR Contract in the amount of \$16,500.00. Motion passed unanimously.

**VII. RECOMMENDATION FOR TERMINATION OF TAX BASE SHARING AGREEMENT BETWEEN ADA TOWNSHIP DDA AND KENT COUNTY**

Ferro summarized his memo and supporting documentation as presented in the board packets. Ferro explained how the Ada Township Brownfield Authority captured County general operating millage and voted millage revenues for the first time in the July and December, 2018 tax collection cycles, which violates the terms of the 2014 DDA tax capture agreement with the County. Based on his analysis, it is recommended that the DDA terminate their agreement with Kent County in order for the Brownfield Authority to continue capturing TIF revenues.

Harrison expressed concern that we should have found this conflict at the time the Brownfield Plan was approved.

Ferro responded that we should have recognized the conflict at the time the Brownfield Plan and reimbursement agreement were approved, but we did not. He stated that if we had recognized the problem, we would have come to the same conclusion at that time.

Wright asked what happens after the County TIF Capture once GELD is repaid. Can the DDA then capture County revenues. Ferro stated the DDA-County agreement expires in 10 years, and there is no guarantee the County would renew it later. Wright asked how much is owed to GELD. Ferro stated around \$800,000 is still owed.

It was moved by Harrison, supported by Wright, to terminate the Tax Sharing Agreement between the Ada Township DDA and Kent County. Motion passed unanimously.

**VIII. REPORTS AND COMMUNICATIONS**

**a. Status of Legacy Park Construction**

Ferro stated the pavilion and park sign need to be completed. The pavilion should be done mid-October. The Parks & Recreation department will be in charge of scheduling for the pavilion. Lawn maintenance is now being handled by Thornapple Inc.

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

Ferro stated tree removal has started. The second bid opening was last week for foundation and steel work. The bids were favorable to the budget estimates. Harrison asked if there has been any progress on fundraising for the community center. Ferro stated that will be discussed soon in an upcoming meeting with Bill Payne. Ferro stated, in reference to last month's inquiry by member Wright, the deed restrictions on the property on the south side of Headley state the property will only be used for a library/community center. Now that the location of the library/community center has moved across the street, the deed restrictions need to be reviewed by The Community Church and GELD.

**c. Examples of DDA Year-End Reports**

Hilbrands summarized the examples of reports as presented in the board packets. Board reviewed and some comments were made:

Harrison: This is another example of why we need to bring event costs down, so money can go towards these types of promos, to inform the community of the different things we do. Page 5 of the Alpena report highlights how the DDA is involved with façade improvements, informing the public about grants available for such improvements. The report needs to be pretty, with graphics that grab people's attention. The Right Place has a good year-end report.

Knapp: The Ann Arbor Year-End Report is really well done and comprehensive.

Haga: "Dashboards" are usually presented in year-end reports such as what is included in the Ann Arbor report.

Coe: We have had a lot of growth in the past year. As a resident, I would love to see a comprehensive report like this.

Hilbrands requested the Board to email him any additional suggestions they have for the report. He will request a proposal from Seyferth PR to find out how much a year-end report might cost.

**d. Beers at the Bridge July Event Recap**

Hilbrands stated the July Beers at the Bridge event took place on a day that reached over 90 degrees. Attendance was down by about one third. Still, over 1,000 people came out and the event went smoothly without any incidents. The August Beers at the Bridge is this Friday and will be the final one for this year.

**e. DDA Financial Report, 7/31/19**

Hilbrands summarized finances as presented in the board packets.

**IX. BOARD MEMBER COMMENTS**

Haga stated he and Ferro met with the Kent County Road Commission Director of Safety and the Kent County Sheriff's Community Police Officer regarding pedestrian safety and crosswalks. Haga stated the discussion was successful and there will be additional pavement painting and signage. There are also long-term projects such as a safer way for pedestrians to get across Thornapple River Dr to the Village.

**X. PUBLIC COMMENTS**

Eileen McNeil of Seyferth PR stated in regards to Brats & Bonfires, there is a meeting later this week with the DDA. The hope is that we won't need all the fencing and tent rentals now that the event has moved up to October. We want to bring down costs wherever we can.

**XI. ADJOURNMENT** - Meeting was adjourned at 8:56 a.m.

Respectfully submitted:

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Devin Norman, Secretary