

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE NOVEMBER 4, 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, Devin Norman, Ted Wright, Margaret Idema,

BOARD MEMBERS ABSENT: Dawn Marie Coe, Justin Knapp, Walt VanderWulp

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

PUBLIC PRESENT: 2 members

II. APPROVAL OF AGENDA

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

III. APPROVAL OF MINUTES OF OCTOBER 14, 2019 REGULAR MEETING AND OCTOBER 14, 2019 SEMI-ANNUAL INFORMATIONAL MEETING

Idema stated that her comments on a lack of senior and/or low-income housing were not mentioned in the regular meeting minutes. It was moved by Idema, seconded by Norman, to approve the minutes of the October 14, 2019 meetings as amended. Motion passed unanimously.

IV. BUSINESS UPDATE

a. Clark Crookshanks, Union Bank

Mr. Crookshanks introduced himself. Union Bank, located at Headley and Ada Drive, has seen an increase of about 30% for walk-in traffic in the past year. People are coming into the bank to inquire about rates. Everything is moving in a positive direction.

Norman asked about the history of Union Bank. Mr. Crookshanks stated the bank originates from Lake Odessa. It started with a merger from two different banks back in the 1930s. There are now seven branches throughout western Michigan. Mr. Crookshanks stated he manages the Ada branch and the marketing for all the west Michigan branches.

Norman asked why Union Bank chose to open a branch in Ada. Mr. Crookshanks stated the company saw how Ada was growing. Ada is a small but very vibrant community. The company wanted to be adjacent to Grand Rapids before deciding to open a branch in downtown Grand Rapids.

Norman asked if not having a drive-through is affecting the bank's business. Mr. Crookshanks stated the lack of a drive-through has affected the older generation of customers. However, with the accessibility of online banking, he believes there will be fewer customers coming into the branches.

Norman asked how he feels about parking. Mr. Crookshanks stated Union Bank is fine with the parking situation. The only time there are issues is when there's a lot of snow.

Hilbrands stated Mr. Crookshanks/Union Bank has been the Cup Sponsor for both Beers at the Bridge and Brats & Bonfires.

V. APPROVAL OF PAYABLES

a. Seyferth PR September Invoice, Event Planning Services

Hilbrands reviewed the September invoice as presented in the board packets.

It was moved by Norman, seconded by Idema, to approve the September invoice to Seyferth PR in the amount of \$3,109.56. Motion passed unanimously.

VI. DEVELOPMENT OF DDA YEAR-END REPORT

Hilbrands stated he has been working with Seyferth PR for ideas on the year-end report. Right now, they are considering a 4-page report. They are aiming for the report to be inserted into the spring edition of the Ada View. They would like to begin with a short introductory letter from the entire DDA Board or from Chairperson, Bowersox. They would also like to add a number of statistics showing the growth within the DDA District, info on DDA projects and events, and an update on future plans for the DDA.

Hilbrands stated the goal is to have a draft report at the December meeting and a final report to be approved at the January meeting.

Idema recommended that the report: 1) have an area encouraging residents to attend DDA meetings and, 2) have contact information for all the DDA members in case residents would like to reach one of them.

Wright agreed and suggested holding an occasional evening meeting for residents who are unable to attend the regular morning meetings.

Idema asked if there are any social events between all the different entities in the Township, stating that she feels she doesn't know anybody on any of the other committees. Hilbrands stated there is not.

Harrison suggested adding more than a 1-year retrospect of DDA's accomplishments in the year-end report and to also add the DDA's mission and an explanation of what the DDA does. It would also be nice to have a schedule of 2020 events listed in the report.

Hilbrands stated he can start adding a brief DDA update in each of the Ada Views from now on.

VII. REPORTS AND COMMUNICATIONS

a. Status of Legacy Park Construction

Ferro stated the amphitheater is running behind schedule. The railing should be completed soon. The concrete foundation for the memorial is complete and the sculpture will be delivered next week, weather permitting.

There was a discussion around standing water around the amphitheater during heavy rain seasons. Ferro stated the deck will indeed get flooded on occasion. Norman asked if there's a plan for a fountain to move water in the nearby pond so it is not stagnant. Ferro stated there used to be an aeration fountain included in the scope of work but it may not be included now. The Parks Director would like to take a holistic look at how to manage water quality in that pond. Only about 25% of the pond is on Township property. If the other property owner provides a deed for their portion of the pond, it would make more sense to look into adding an aeration fountain at that time.

b. Amy Van Andel Library and Community Center Update

Ferro stated the footings are in and the foundations are being completed. Steel erection and masonry for the elevator tower will be next. Ferro explained the 3 bid alternates related to windows, flooring, and snowmelt. The Township Board will be looking at snowmelt at the next Township board meeting. Ferro summarized the operating/energy costs for the snowmelt system.

Norman asked if more will be added to the retaining wall on the east side of the library area. Ferro answered no, the retaining wall is complete as-is and it's being used to protect the sewer pump station.

c. 2019 Brats & Bonfires Recap

Hilbrands stated the October 17th event had a record of 1,401 attendees. The weather cooperated nicely. They had record revenue from ticket sales and sponsorships.

d. Unfinished Business

Hilbrands updated the DDA on the uneven pavers VanderWulp mentioned during the last meeting, stating he is expecting a quote from Twin Lakes Landscaping. Per the Township Purchase Policy, if the work is under \$3,000, he can go ahead and approve work to begin. If the quote is over \$3,000, he will need to get a total of 3 quotes and get approval from the DDA.

e. DDA Financial Report, 10/31/19

Hilbrands summarized the financial report as presented in the board packets. All events had great revenues. The Farmers' Market did not finish as high as estimated. Hilbrands will get feedback from the Market Manager.

VIII. BOARD MEMBER COMMENT

Norman inquired about the lot width change mentioned during the last DDA meeting. Ferro stated the Planning Commission recommended approval of the change and it will be on the Township Board agenda for review and action next week.

Norman asked for an update on the potential rental units near the Ada Market. Ferro stated the developer is working on modifying the building design and will likely present a formal application in January. He will share the next round of drawings with the DDA when he receives them.

Idema stated she is concerned with the lack of activity with the Bronson Residences. It seems work has come to a halt.

Norman stated he spoke to the new owner of the Schnitz / Ada Bike Shop building and was told they will be putting on a new roof and improving the appearance around the building.

IX. PUBLIC COMMENT

There were no public comments.

X. ADJOURNMENT

The meeting was adjourned at 8:45 a.m.

Respectfully submitted:

Devin Norman, Secretary