



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS
MONDAY, JANUARY 8, 2017 MEETING, 8:00 A.M.
ADA TOWNSHIP OFFICES, 7330 THORNAPPLE RIVER DR. SE
ADA, MICHIGAN**

AGENDA

- I. Call to Order/Roll Call
- II. Approval of Agenda
- III. Approval of Minutes of December 11 meeting.
- IV. Approval of Payables
 - a. Seyferth PR 11/30/17 Invoice for Communications Services
 - b. Hopkins Fundraising Consulting 12/15/17 Invoice, Capital Campaign Services
- V. Farmers' Market Annual Report
- VI. Review of Draft 2018-2019 Budget
- VII. Discussion of Improved Inter-Board Communication
- VIII. Reports and Communications
 - a. Status of Riverfront Park Construction
 - b. Status of Community Building/Library
 - a. Building Project Manager Recruitment
 - c. Traffic/Pedestrian Safety Issues
 - d. Update on DDA Board Member Recruitment
 - e. DDA Financial Report, 12/31/17
- IX. Board Member Comment
- X. Public Comment
- XI. Adjournment

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE DECEMBER 11, 2017 MEETING
ADA, MICHIGAN**

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:00 a.m. by Board Vicechair Bowersox.

BOARD MEMBERS PRESENT: Terry Bowersox, George Haga, Bryan Harrison, Margaret Idema, Devin Norman, Ted Wright

BOARD MEMBERS ABSENT: Justin Knapp, Walt VanderWulp

STAFF PRESENT: Jim Ferro, Planning Director, Brian Hilbrands, DDA Coordinator

PUBLIC PRESENT: Gwen Cieslak, Steve Dertz, Kevin Moran, Kristen Wildes

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 NOVEMBER 13 MEETING

Norman proposed adding an amendment to the discussion of the Township Board's decision on the location of the community building/library to indicate that the DDA's recommendation was to delay a decision.

It was moved by Wright, seconded by Harrison to approve the amendment of the minutes of the November 13 meeting.

Motion passed unanimously.

It was moved by Harrison, seconded by Idema, to approve the minutes of the November 13 meeting as amended.

Motion passed unanimously.

Ferro stated that staff would email the amended minutes to the Board members.

IV. APPROVAL OF PAYABLES

It was moved by Idema, seconded by Harrison to approve payment of the Seyferth PR invoice for services through October 31 in the amount of \$1,000, payment of the Woods Landscaping invoice for garland installation services in the amount of \$847.50, and the Hopkins Fundraising Consulting invoice for services through November 16 in the amount of \$5,800.

Motion passed unanimously.

V. DISCUSSION OF BANNER PURCHASING OPTIONS

Hilbrands presented a number of banner purchasing options that the DDA could pursue to replace the worn-out banners currently on Village light posts. Hilbrands stated that the Board should consider whether all banners should have just one design, or if there should be seasonal banners, and if there should be banners on every light pole, or only half of the light poles. Hilbrands stated that staff were looking for direction from the Board as they get ready to prepare the 2018-2019 budget.

Harrison asked if banners were a DDA expense in the past as well. Ferro stated that they were, but previously there were a lot fewer banners.

Norman asked if Township staff still put up and take down the banners. Haga stated that they do.

Norman stated that we could always start by putting banners on every other pole, and then always purchase more at a later time if needed.

Harrison noted that if we purchase both year-round and seasonal banners, the year-round banners will fade faster than the seasonal banners.

Wright asked if it is possible to source hardware from somewhere else. Hilbrands stated that it could be an option.

Ferro stated that he was concerned that seasonal banners on every pole mixed with year-round banners could end up being a high cost.

It was the consensus of the Board to budget for purchasing year-round banners for half of the Village light poles.

VI. REPORTS AND COMMUNICATIONS

a. Status of Ada Drive Project/River Street Project

Ferro stated that River Street and Settlers Drive opened Friday afternoon, and they are now fully open for traffic. He stated that the project is about 98% complete with only some curb and sidewalk work left to do, as well as eventually closing the temporary parking lot access. Ferro also stated that the lights along River Street will not have power until February.

Wright questioned if it would be a safety issue along the sidewalk if the street lights were not working until February. Steve Dertz stated that he has a quote coming in to get temporary power to River Street.

b. Status of Riverfront Park Construction

Ferro stated that work is continuing on the restroom building and that concrete block is being laid for the perimeter walls. Work is also continuing on the concrete retaining walls.

Harrison asked if there is an engineer out checking the quality of concrete being poured in these cold temperatures. Ferro stated that Progressive AE does have someone out there.

c. Status of Community Building/Library

a. Building Project Manager Recruitment

Ferro stated that included in the Board members' packets was the RFP that has been distributed for a contract project manager.

Harrison asked who will review the RFPs and make a decision once they have been received. Ferro stated that is yet to be determined.

Hilbrands provided an update on the Capital Campaign. He stated that the next Capital Campaign Cabinet meeting is scheduled for January 31st, and at that meeting Cabinet members will receive

training on how to approach potential donors. Hilbrands also stated that he hopes to have information on a lead gift at the next DDA meeting.

b. Public Parking Agreement Discussions with The Community Church

Haga stated that a meeting was requested between Township Board members and members of The Community Church. He stated that he is now waiting for a proposal from The Community. Haga stated that the agreement is looking like it will be for 15 years, with the Township granted the right of first refusal on purchase of the church property.

Wright asked if the agreement takes into account what the lot will look like after the community building is completed.

Idema asked if there will be a reduction in the number of parking spaces. Ferro stated that there will actually be an increase in the number of spaces.

d. Traffic/Pedestrian Safety Issues

Ferro stated that he and Haga had met with representatives from the Kent County Road Commission to discuss traffic and pedestrian safety issues in the Village.

Haga introduced the summary from that meeting.

Idema asked why the road commission did not want speed bumps. Harrison responded that it is often because of plowing. Haga stated that the road commission claimed that people often increase their speed between speed bumps.

Norman stated that he was concerned with the speed of vehicles on Ada Drive, especially coming down the hill into the Village. Haga stated that the Township Board is budgeting for two new speed boards.

Wright stated that there are also traffic concerns at the intersection of Headley Street and Thornapple River Drive near the museum.

Ferro noted that only one leg of the Ada Drive and Thornapple River Drive intersection was striped even though the Township asked for all four sides to be striped.

Norman asked if there is a follow-up meeting, and what the next steps are. Haga stated that Pete LaMourie, traffic engineer from Progressive AE, would be submitting a proposal to the Township Board to evaluate traffic and pedestrian safety in the village.

e. Update on Township Strategic Planning Process

Haga introduced the strategic planning process that the Township Board recently undertook. He stated that Township Board members, stakeholders, and department heads were involved and participated in a two-day workshop. Haga stated that the outcomes included developing a mission statement for the Township, as well as a strategic planning framework and a number of critical success factors.

Idema asked if the relationship between the DDA Board and the Township Board was addressed. Hilbrands stated that one of the critical success factors was increased communication between those two boards, as well as the Planning Commission.

Harrison stated that he thought it was great the Township was doing this, and it focuses all the different Township bodies on the priorities. He stated that in regards to transparency and communication, we have been doing a lot with the day-after updates that get sent out after meetings, as well as including minutes of other meetings in the Township Board packet. Harrison also stated that he believes Township Board members should at least be considered for the vacant position on the DDA Board.

Harrison stated that having 14 priorities is a lot, and if you end up having too many priorities than nothing ends up being a priority.

Wright questioned why no members of the DDA Board were invited to participate in the strategic planning process.

Ferro stated that staff could send out the full document to the Board members.

f. Update on DDA Board Member Recruitment

Haga stated that he has received six applications, all business owners, for the vacant DDA Board member position. Haga stated that he anticipates making a recommendation to the Township Board at their January meeting, and that he would like to hear input from other DDA Board members.

Norman asked if adding a Township Board member would help with communication.

Wright stated that he would like to see another resident on the DDA Board, especially as the Village population increases.

g. DDA Financial Report, 11/30/17

Hilbrands presented the DDA financial report and highlighted some of the major expenditure items. He reported that the Farmer's Market revenues have exceeded the budgeted \$9,000 by \$2,340.

Harrison asked if there was any input from the vendors on how they did this year. Ferro stated that in the draft Farmers' Market Annual Report it appears that the vendors had a good year.

Harrison stated that we have to anticipate how building the community building might affect the Farmers' Market.

VII. BOARD MEMBER COMMENT

Idema asked if there was any follow-up with Woods Landscaping about whether they could use a brush attachment for clearing sidewalks. Hilbrands stated that he did talk to Woods about using a brush, and Woods replied that they have found a brush attachment is not as effective for removing heavy snowfalls.

Norman asked if we had asked Woods to deice last week. Ferro responded that we did not, but we should have.

Harrison thanked everyone for their service to the Board.

VIII. PUBLIC COMMENT

There was no public comment.

IX. ADJOURNMENT

It was moved by Idema, seconded by Harrison to adjourn the meeting.

Motion passed unanimously.

The meeting was adjourned at 9:22am.

Respectfully submitted:

Devin Norman, Secretary/Treasurer

SeyferthPR

40 Monroe Center NW
Suite 202
Grand Rapids, MI 49503



Invoice

Invoice Number G: 80866

Invoice Date: 1/30/2017

Bill To:

Ada Township DDA
7330 Thornapple River Dr SE
Ada, MI 49301

Project: September Thru December 2017

Description	Amount
Total Professional Services	800.00

*Rec'd 12/15/17
BA
OK to pay 12/15/17
298,170.801
BA*

Total \$800.00

Due: Net 30 Days

HOPKINS | FUNDRAISING CONSULTING

995 Sargent, SE. Ada, MI 49301 (616) 575-5200

December 15, 2017

Mr. Jim Ferro
Ada Township
7330 Thornapple River Dr.
PO Box 370
Ada, MI 49301

- Invoice for Campaign Implementation Service
- Amount Due: \$5,800
- 6th of twelve payments
- Due by December 31, 2017

Rec'd 12/15/17
BAH
OK to pay 12/15/17
401.170.801.001

2017 Ada Farmers' Market Summary Report to the DDA

January 5, 2018

Summary

The 2017 AFM's season ran from June 6th and ended on October 31st, operating for 21 weeks each Tuesday, from 11 a.m. until 4 p.m. We were closed for July 4th and had one rain out day during October's extended season.

- Number of seasonal vendors decreased by three
- The percentage of returning vendors from the previous season increased to 84%
- The number of available vendor spaces remained 50. The Market filled 40 of these spaces.
- The extended season this year saw three fewer vendors overall
- Facebook and Twitter engagement saw growth
- The school year started one week earlier this year, a permanent change

Vendors

The Market saw 6 new and 19 returning seasonal vendors for a total of 25 vendors occupying 33 spaces.

Vendor Stats

	2017	2016	2015	2014
Returning Vendors	25	25	25	24
Daily Vendors	9	8	16	14
Number of Booths, Core Season	33	40	42	49
Number of Booths, Extended Season	8	9	9	7
<i>Seasonal Vendor Retention Rate</i>	76%	71%	67%	73%
<i>Conversion to Seasonal from Daily</i>	1	0	2	4

Seasonal Vendor Product Mix:

	<u>Bakery</u>	<u>Produce</u>	<u>Meats</u>	<u>Other</u>
2017	3	8	1	13
2016	6	8	3	14
2015	4	11	4	14
2014	7	15	2	11
2013	7	13	3	9

Daily Vendor Product Mix:

	<u>Bakery</u>	<u>Produce</u>	<u>Meats</u>	<u>Other</u>
2017	1	1	1	6
2016	1	3	0	4
2015	1	4	1	9
2014	0	3	0	9
2013	1	3	0	3

Market Activities

The *Kids in the Market* and *Music in the Market* programming continued this year as in last. Children's programming included a rotation of crafts and educational activities for kids to enjoy. Events included face painting, giant bubble making, the beekeeper and the balloon man. Additional programming was offered to kids via the Spectrum Health sponsorship.

The Busker scheduling continued the 14 week, two performers per Tuesday schedule.

	<u>Scheduled</u>	<u>Cancelled</u>	<u>Net</u>
2017	26	0	26
2016	26	0	26
2015	32	0	32
2014	40	8	36
2013	40	6	39

Special Programming

Chef in the Market continued this season, with a dedicated chef, preparing a dish made from ingredients in the Market. This year the chef also partnered with a Spectrum Health dietician and prepared two recipes addressing specific health concerns.

Spectrum Health also had a permanent booth at the Market, offering activities and informational materials to engage shoppers during the season.

The Spectrum Health partnership will be part of the Market's programming in 2018. Expected budgeting costs of \$150, to cover cooking and serving materials, are allocated in the 2018 budget. A proposal for activities in the 2018 Market is in review.

Market Operations

The Market configuration remained with last year's layout. Both vendors and shoppers continue to be satisfied with the layout and traffic flow. The layout keeps a good number of parking spaces available for Market customers and vendors within the parking lot, in addition to available street parking.

Weather was again, close to perfect, with only one rain out in October.

Traffic was down by about 4% over last year, particularly during the normally high traffic weeks – late June through the first week of August. It's possible this was due to the final construction phase of Ada Drive. It's also possible the shorter summer break from local schools also played a part, as families changed normally scheduled summer plans. We heard specifically from two of last year's vendors that low sales played a factor in not returning. Despite this, many returning vendors reported good overall sales this year.

The extended season into October was also slower. Cooler weather and rain likely influenced this result.

General Financial

The following is a summary of the Market's 2017 finances, from February 1, 2017 through January 5, 2017:

	2017	2016	2015	2014	2013
Total Revenues	\$11,115	\$ 9,895	\$10,519	\$11,597	\$12,034
Total Expenditures	\$ 9,932	\$11,014	\$10,420	\$10,036	\$12,822
Net Income	\$ 1,183	-\$ 1,119	\$ 99	\$ 1,561	\$ -788

Net income for the Market from 2009 through 2017 stands at 13,869.

Token System

We are no longer accepting DUFB tokens in the Market. The table below shows net change from the small amount of tokens redeemed by vendors:

Year	Credit/Debit	EBT/Bridge	DUFB
2017	\$ 30	\$ 3	\$ 0
2016	\$ 75	\$ 21	\$ 0
2015	\$ 2475	\$1122	\$1038
2014	\$ 8170	\$1745	\$1662
2013	\$11055	\$1603	\$1506
2012	\$18265	\$1815	\$1780

Below is the chart of unredeemed tokens, calculated by subtracting the beginning and ending count of the token cart, less tokens sold and redeemed. Unredeemed tokens are typically those bought, but not spent, by shoppers. They may also include those not redeemed for reimbursement by vendors.

A decision needs to be made on when to close the token redemption and escrow account holding money for unredeemed tokens. Based on research, the best assumption of how these funds should be recognized and handled are found under the Federal Reserve's Compliance Guidelines pertaining to gift card expiration.

While there are no specific guidelines on tokens, they are functionally comparable to gift cards as a store of value. It would be reasonable to apply this guideline toward redeeming token funds purchased more than five years ago. A link is provided below for review your convenience.

<https://www.federalreserve.gov/newsevents/pressreleases/files/bcreg20100323a2.pdf>

Token Breakdown by Year

Number/Type of Tokens	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>
Credit/Debit \$5 tokens	166	172	187	291
EBT Bridge \$1 tokens	62	65	86	237

Finally, there are \$830 in unredeemed credit/debit tokens and \$62 in unredeemed EBT/Bridge tokens. This equals 166 outstanding 5\$ tokens and 62 EBT (\$1) tokens. The year-over-year comparison is below:

Unredeemed Token Value	2017	2016	2015	2014
Credit/Debit	\$830	\$ 860	\$ 935	\$1455
EBT Bridge	<u>\$ 62</u>	<u>\$ 65</u>	<u>\$ 86</u>	<u>\$ 237</u>
<i>Total</i>	\$892	\$ 925	\$1021	\$1692

The balance in the liability account, from which outstanding tokens are redeemed, was \$1,266.07 as of December 31, 2017.

POS Credit Card System

We did not operate the credit/debit/EBT transaction system in the 2017 season.

Social Media

Our Twitter Followers/Follow Ratio is holding steady at 1.14. We will continue to utilize this account to deliver time-sensitive information to shoppers on weather updates, special items in the Market for the day and scheduled calendar activities.

	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>
Twitter Ratio*	1.21	1.14	1.13	.9	.81

Facebook also continues to show consistent organic growth in the number of likes year over year.

	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>
FB fans/likes	2,615	2,445	2,241	1,946	1,697	1,400

**Ratios larger than 1 indicate a Follower/Friend ratio acknowledges value of the account holder in the social media environment. Less than one is typical of new accounts or those who are in acquisition phase of either Friends or Followers. The larger the ratio, the larger your value can be in the Twitter world. The ratio is calculated by dividing the number of followers by those the account holder follows.*

Miscellaneous

- We expect to boost marketing out to local communities to help bring up traffic. Dollars will largely focus on Facebook but may include other available channels, depending upon results. This may or may not affect the budgeted amount for marketing.

Budget for 2018

There no major expenses anticipated for 2018. However, there are several small repairs scheduled to come out of the 2018 budget, including:

- Support struts for tents
- New pole hardware for feather banners and ground stakes
- Kid's booth supply replenishment

The cost of these should not exceed \$200.00.

Preliminary 2018 Budget

Revenues

Registration Fees from Vendors (40 seasonal vendors spaces x \$255)	\$10200
Registration Fees from Daily Vendors	\$ 400
Sponsorship Fees	<u>\$ 1000</u>
Total Revenue	<u>\$11600</u>

Expenses

Website	\$ 280
Buskers Comp for Music in the Market	\$ 700
Supplies for Kids in the Market	\$ 150
Chef in the Market	\$ 150
Advertising & Promotion	\$ 400
MIFMA Boot Camp	\$ 75
MIFMA Membership	\$ 250
Market Manager	\$ 8865
Incidentals for Market Manager (software, mileage, etc.)	\$ 300
Miscellaneous (Repair, restock)	\$ 200
2017 Vendor Kickoff	<u>\$ 100</u>
Total Expenses	<u>\$11470</u>
Net Income	\$ 130

2018 Market Master Compensation

Month	Hours	Compensation @ \$15/HR
April	40	600
May	50	750
June	72	1080
July	90	1350
August	90	1350
September	72	1080
October	90	1350
November	30	450
December	10	150
January	7	105
February	10	150
March	30	450



MEMORANDUM

Date: 1/5/18

TO: Ada Township DDA Board
FROM: Brian Hilbrands, DDA Coordinator
RE: Draft 2018-2019 DDA Budget

Attached are draft 2018-2019 budgets for the DDA. The first budget is for DDA Operations/Construction, with the exception of the costs for staff wages and benefits. The total budgeted expenses for DDA Operations/Construction is \$79,928.

The second budget is for Other Township Expenses allocated to the DDA, and this includes the DDA portion of the debt service. The total budgeted expenses for Other Township Expenses is \$178,621.

The total budgeted expenses for both Other Township Expenses and DDA Operations/Construction is \$258,549.

The third budget is for the Farmers' Market. The total estimated revenues for the Farmers' Market is \$11,600, and the total budgeted expenses comes to a total of \$11,470, which results in a net revenue of \$130.

DEPT 170.000 DDA OPERATIONS/CONSTRUCTION

GL Number	Description	2016-17 Activity	YTD As Of 12/31/2017	2017-18 Original Budget	2018-19 REQUESTED
Fund 248					
--- Appropriations ---					
248-170.000-704.000	WAGES	19,937.30	18,351.01	19,692.00	0.00
248-170.000-704.001	WAGES - SUPPORT	0.00	10,769.22	0.00	0.00
248-170.000-704.005	WAGES: OVERTIME	0.00	0.00	0.00	0.00
248-170.000-715.000	FICA - TOWNSHIP SHARE	1,179.72	1,763.54	1,220.00	0.00
248-170.000-716.000	FICA - MEDICARE TWP SHARE	275.97	412.44	286.00	0.00
248-170.000-719.000	RETIREMENT - EMPLOYER COST	1,983.79	1,988.99	1,969.00	0.00
248-170.000-719.001	MEDICAL, DENTAL INSURANCE	3,495.17	2,703.30	4,221.00	0.00
248-170.000-726.000	OFFICE SUPPLIES/SERVICES	0.00	139.00	0.00	0.00
248-170.000-740.000	OPERATING SUPPLIES/SERVICES	1,872.40	15,721.32	5,600.00	9,175.00
248-170.000-787.000	OTHER EXPENSES	0.00	0.00	0.00	0.00
248-170.000-788.000	FARMER'S MARKET EXPENSES	0.00	0.00	0.00	0.00
248-170.000-800.000	CONTINUING EDUCATION	0.00	160.00	200.00	560.00
248-170.000-801.000	CONTRACT SERVICE	51,917.32	65,744.60	45,000.00	27,000.00
248-170.000-820.000	MEMBERSHIP & DUES	125.00	125.00	125.00	368.00
248-170.000-821.000	ENGINEERING	0.00	0.00	12,000.00	0.00
248-170.000-828.000	LEGAL SERVICES	77,143.63	0.00	0.00	5,000.00
248-170.000-870.000	MILEAGE & EXPENSES	0.00	309.94	105.00	325.00
248-170.000-920.000	UTILITIES/SPEC ASSM'TS	0.00	0.00	0.00	0.00
248-170.000-922.000	STREET LIGHTING	0.00	0.00	0.00	0.00
248-170.000-927.000	MAINTENACE & REPAIR/IMPROVEMENTS	0.00	0.00	0.00	0.00
248-170.000-974.000	IMPROVEMENTS	9,500.00	161,794.05	173,375.00	37,500.00
248-170.000-974.004	DESIGN DEVELOPMENT CONTRACTOR	0.00	0.00	0.00	0.00
248-170.000-981.000	SMALL EQUIP & FURNITURE	0.00	0.00	0.00	0.00
248-170.000-981.100	SIDEWALK ENGINEERING	0.00	0.00	0.00	0.00
248-170.000-982.100	SIDEWALK EASEMENTS	0.00	0.00	0.00	0.00
248-170.000-983.000	NEW EQUIPMENT	0.00	2,617.27	0.00	0.00

Total Appropriations:		167,430.30	282,599.68	263,793.00	79,928.00
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GL Number	Description	2016-17 Activity	YTD As Of 12/31/2017	2017-18 Original Budget	2018-19 REQUESTED
DDA:					1/5/18 Draft
248-170.000-740.000	OPERATING SUPPLIES/SERVICES				\$9,175
Supplies		\$175			
Parking Spot Striping		\$1,000			
Street Sweeping		\$2,000			

Garland Hanging	\$1,800			
Garland Lights Replacement	\$200			
Banners	\$4,000			
248-170.000-800.000	CONTINUING EDUCATION			\$560
MI Downtown Assn. Conference	\$160			
MI Planners Conference	\$400			
248-170.000-801.000	CONTRACT SERVICE			\$27,000
Snow Removal	\$17,000			
Streetscape Maintenance	\$10,000			
248-170.000-820.000	MEMBERSHIP & DUES			\$368
Michigan Downtown Assn.	\$125			
Michigan Assn. of Planning	\$243			
248-170.000-828.000	LEGAL SERVICES			\$5,000
	\$5,000			
248-170.000-870.000	MILEAGE & EXPENSES			\$325
Misc. Mileage	\$175			
Misc. Lodging	\$150			
248-170.000-974.000	IMPROVEMENTS			\$37,500
Village Light Fixture LED Retrofit	\$37,500			
TOTAL, DDA				\$79,928

DEPT 900.000 OTHER TOWNSHIP EXPENSES

GL Number	Description	2016-17 Activity	YTD As Of 12/31/2017	2017-18 Original Budget	2018-19 REQUESTED
Fund 248					
--- Appropriations ---					
248-900.000-719.002	LIFE INSURANCE, OTHERS	188.64	154.60	165.00	0.00
248-900.000-947.000	TRANSFERS OUT TO OTHER FUNDS	0.00	0.00	300,000.00	178,621.00
Total Appropriations:		188.64	154.60	300,165.00	178,621.00

GL Number	Description	2016-17 Activity	YTD As Of 12/31/2017	2017-18 Original Budget	2018-19 REQUESTED
DDA:					
					1/5/2018 Draft
248-900.000-947.000	TRANSFERS OUT TO OTHER FUNDS				\$178,621
Debt Service-2017 Bonds - Millage Share	\$132,105				
Debt Service-2017 Bonds - TIF Rev. Share	\$46,516				
Total, DDA					\$178,621

FARMERS MARKET					
GL Number	Description	2016-17 Activity	YTD As Of 12/31/2017	2017-18 Original Budget	2018-19 REQUESTED
Fund 248					
--- Estimated Revenue ---					
248-028.000-694.000-FRM MKT 12-1	MISC AND OTHER REVENUE	500.00	1,000.00	0.00	1,000.00
248-028.000-694.001-FRM MKT 12-1	REGISTRATIONS	9,355.00	10,340.00	9,000.00	10,600.00
248-028.000-694.002-FRM MKT 12-1	SALES	40.00	0.00	0.00	0.00
248-028.000-694.003-FRM MKT 12-1	FUND RAISING	0.00	0.00	0.00	0.00
Total Estimated Revenue:		9,895.00	11,340.00	9,000.00	11,600.00
--- Appropriations ---					
248-170.000-726.000-FRM MKT 12-1	OFFICE SUPPLIES/SERVICES	0.00	0.00	0.00	0.00
248-170.000-726.001-FRM MKT 12-1	FUND RAISING EXPENSE	0.00	0.00	0.00	0.00
248-170.000-740.000-FRM MKT 12-1	OPERATING SUPPLIES/SERVICES	3,195.66	1,404.75	3,295.00	1,980.00
248-170.000-788.000-FRM MKT 12-1	FARMER'S MARKET EXPENSES	0.00	0.00	0.00	0.00
248-170.000-800.000-FRM MKT 12-1	CONTINUING EDUCATION	0.00	0.00	75.00	75.00
248-170.000-801.000-FRM MKT 12-1	CONTRACT SERVICE	8,025.00	7,470.00	8,745.00	8,865.00
248-170.000-820.000-FRM MKT 12-1	MEMBERSHIP & DUES	0.00	0.00	250.00	250.00
248-170.000-828.000-FRM MKT 12-1	LEGAL SERVICES	0.00	0.00	0.00	0.00
248-170.000-870.000-FRM MKT 12-1	MILEAGE & EXPENSES	0.00	0.00	500.00	300.00
248-170.000-927.000-FRM MKT 12-1	MAINTENACE & REPAIR/IMPROVEMENTS	0.00	0.00	0.00	0.00
248-170.000-974.000-FRM MKT 12-1	IMPROVEMENTS	0.00	0.00	0.00	0.00
248-170.000-981.000-FRM MKT 12-1	SMALL EQUIP & FURNITURE	0.00	0.00	0.00	0.00
248-170.000-983.000-FRM MKT 12-1	NEW EQUIPMENT	0.00	0.00	0.00	0.00
Total Appropriations:		11,220.66	8,874.75	12,865.00	11,470.00
Net of Revenues & Appropriations Fund 248:		Net of Revenues & Appropriations Fund 248:	(1,325.66)	2,465.25	(3,865.00)
130.00					
GL Number	Description	2016-17 Activity	YTD As Of 12/31/2017	2017-18 Original Budget	2018-19 REQUESTED
FARMERS MARKET:					1/5/2018 Draft
248-170.000-740.000-FRM MKT 12-1	OPERATING SUPPLIES/SERVICES				\$1,980
Website		\$280			
Buskers Comp for Music in the Market		\$700			
Supplies for Kids in the Market		\$150			
Chef in the Market		\$150			
Advertising & Promotion		\$400			
2017 Vendor Kickoff		\$100			
Miscellaneous		\$200			
248-170.000-800.000-FRM MKT 12-1	CONTINUING EDUCATION				\$75
MIFMA Boot Camp		\$75			

248-170.000-801.000-FRM MKT 12-1	CONTRACT SERVICE				\$8,865
Market Mgr. Services		\$8,865			
248-170.000-820.000-FRM MKT 12-1	MEMBERSHIP & DUES				\$250
MIFMA Membership		\$250.00			
248-170.000-870.000-FRM MKT 12-1	MILEAGE & EXPENSES				\$300
Incidentals for Market Manager		\$300			
TOTAL, FARMERS' MARKET					\$11,470

CRITICAL SUCCESS FACTOR:
Transparent Leadership & Intergovernmental Relations

Initiative: Establish quarterly joint work sessions between the Township, Downtown Development Authority (DDA), and Planning Commission and foster open communication between all boards.

What problem are we trying to solve/opportunity are we looking to seize?

- Improve communication and interaction between the Township and various boards and agencies
- Encourage transparency

What positive factors are in place to help make this initiative successful?

What individuals might you need/want to include?

- DDA
- Planning Commission
- Board of Trustees

Who else may be working on this or is interested in its success?

What individual, department or agency should take the lead responsibility to make this happen?

Brian Hilbrands

How will we know if we are successful?

Target completion date: December 2017

Action Steps (Begin each with a verb)	Desired Target Date
1.	
2.	
3.	
4.	
5.	

VIII C



TO: ADA TOWNSHIP BOARD

FROM: GEORGE HAGA
ADA TOWNSHIP SUPERVISOR

DATE: JANUARY 3, 2018

SUBJECT: ADA DOWNTOWN DEVELOPMENT AUTHORITY APPOINTMENT

There were seven applications reviewed for the vacant position on the Ada DDA Board, four of the applications were received as a result of the vacancy. Three of the applications were already on file. All of the candidates are willing and able to serve as Board members of the Ada DDA.

Therefore, I would request the Township Board's approval for the following appointment to the Ada DDA:

Dawn Marie Coe for filling open position on the Ada DDA Board to expire on 01/01/21.

Thank you for your support in this appointment to the Ada DDA.



MEMORANDUM

Date: 1/5/18

TO: Ada Township DDA Board
FROM: Brian Hilbrands, DDA Coordinator
RE: Financial Report, 12/31/17

Significant DDA financial activity during December included the following:

- \$847.50 in operating supplies/services includes payment to Woods Landscaping for the installation of garland on Village light poles.
- \$1,800 in contract services includes payment to Seyferth PR for communications services.
- \$114.45 in Mileage & Expenses for lodging costs for the DDA Coordinator while attending the Michigan Downtown Association conference.

With respect to the Farmers' Market, the Market has net positive income to date of \$1,182.80 for the 2017 season. Total revenues have exceeded the budgeted \$9,000 by \$2,115, or 23.5%.

PERIOD ENDING 12/31/2017

ADA TOWNSHIP DDA
 INCLUDING FARMERS' MARKET

GL NUMBER	DESCRIPTION	2017-18 ORIGINAL BUDGET	ACTIVITY FOR MONTH 12/31/17 INCR (DECR)	YTD BALANCE 12/31/2017 NORM (ABNORM)	UNENCUMBERED BALANCE	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 248 - DDA FUND							
Revenues							
Dept 000.000							
248-000.000-401.405	TAXES- ADA TOWNSHIP	40,000.00	0.00	1,174.84	1,385.16	45.89	0.00
248-000.000-665.000	INTEREST REVENUE	1,000.00	0.00	0.00	1,000.00	0.00	0.00
Total Dept 000.000		41,000.00	0.00	1,174.84	2,385.16	33.00	0.00
Dept 020.000 - TAXES							
248-020.000-406.000	TAXES: DDA MILLAGE	339,661.00	0.00	763.25	338,897.75	0.22	0.00
248-020.000-423.000	TAXES: IFT	23,574.00	0.00	0.00	23,574.00	0.00	0.00
Total Dept 020.000 - TAXES		363,235.00	0.00	763.25	362,471.75	0.21	0.00
Dept 028.000 - FARMER'S MARKET							
248-028.000-694.000-FRM MKT 12-1	MISC AND OTHER REVENUE	0.00	0.00	1,000.00	(1,000.00)	100.00	0.00
248-028.000-694.001-FRM MKT 12-1	REGISTRATIONS	9,000.00	0.00	10,340.00	(1,340.00)	114.89	0.00
Total Dept 028.000 - FARMER'S MARKET		9,000.00	0.00	11,340.00	(2,340.00)	126.00	0.00
TOTAL REVENUES		413,235.00	0.00	13,278.09	362,516.91	3.53	0.00
Expenditures							
Dept 170.000 - DDA OPERATIONS/CONSTRUCTION							
248-170.000-704.000	WAGES	19,692.00	3,876.62	20,289.32	(597.32)	103.03	0.00
248-170.000-704.001	WAGES - SUPPORT	0.00	0.00	10,769.22	(10,769.22)	100.00	0.00
248-170.000-715.000	FICA - TOWNSHIP SHARE	1,220.00	235.66	1,881.37	(661.37)	154.21	0.00
248-170.000-716.000	FICA - MEDICARE TWP SHARE	286.00	55.12	440.00	(154.00)	153.85	0.00
248-170.000-719.000	RETIREMENT - EMPLOYER COST	1,969.00	387.68	2,182.83	(213.83)	110.86	0.00
248-170.000-719.001	MEDICAL, DENTAL INSURANCE	4,221.00	301.84	2,854.22	1,366.78	67.62	0.00
248-170.000-726.000	OFFICE SUPPLIES/SERVICES	0.00	0.00	139.00	(139.00)	100.00	0.00
248-170.000-740.000	OPERATING SUPPLIES/SERVICES	5,600.00	847.50	15,721.32	(10,286.32)	283.68	165.00
248-170.000-740.000-FRM MKT 12-1	OPERATING SUPPLIES/SERVICES	3,295.00	68.13	1,404.75	1,890.25	42.63	0.00
248-170.000-800.000	CONTINUING EDUCATION	200.00	0.00	160.00	40.00	80.00	0.00
248-170.000-800.000-FRM MKT 12-1	CONTINUING EDUCATION	75.00	0.00	0.00	75.00	0.00	0.00
248-170.000-801.000	CONTRACT SERVICE	45,000.00	1,800.00	66,544.60	(21,544.60)	147.88	0.00
248-170.000-801.000-FRM MKT 12-1	CONTRACT SERVICE	8,745.00	450.00	7,470.00	1,275.00	85.42	0.00
248-170.000-820.000	MEMBERSHIP & DUES	125.00	0.00	125.00	0.00	100.00	0.00
248-170.000-820.000-FRM MKT 12-1	MEMBERSHIP & DUES	250.00	0.00	0.00	250.00	0.00	0.00
248-170.000-821.000	ENGINEERING	12,000.00	0.00	0.00	12,000.00	0.00	0.00
248-170.000-870.000	MILEAGE & EXPENSES	105.00	114.45	309.94	(204.94)	295.18	0.00
248-170.000-870.000-FRM MKT 12-1	MILEAGE & EXPENSES	500.00	0.00	0.00	500.00	0.00	0.00
248-170.000-974.000	IMPROVEMENTS	173,375.00	0.00	161,794.05	11,580.95	93.32	0.00
248-170.000-983.000	NEW EQUIPMENT	0.00	0.00	2,617.27	(2,617.27)	100.00	0.00
Total Dept 170.000 - DDA OPERATIONS/CONSTRUCTION		276,658.00	8,137.00	294,702.89	(18,209.89)	106.58	165.00
Dept 211.000 - LEGAL & ACCOUNTING							
248-211.000-828.000	LEGAL SERVICES	0.00	0.00	(1,996.37)	1,996.37	100.00	0.00

PERIOD ENDING 12/31/2017

ADA TOWNSHIP DDA
 INCLUDING FARMERS' MARKET

GL NUMBER	DESCRIPTION	2017-18 ORIGINAL BUDGET	ACTIVITY FOR MONTH 12/31/17 INCR (DECR)	YTD BALANCE 12/31/2017 NORM (ABNORM)	UNENCUMBERED BALANCE	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 248 - DDA FUND							
Expenditures							
Total Dept 211.000 - LEGAL & ACCOUNTING		0.00	0.00	(1,996.37)	1,996.37	100.00	0.00
Dept 900.000 - OTHER TOWNSHIP EXPENSES							
248-900.000-719.002	LIFE INSURANCE, OTHERS	165.00	36.54	183.13	(18.13)	110.99	0.00
248-900.000-947.000	TRANSFERS OUT TO OTHER FUNDS	300,000.00	0.00	0.00	300,000.00	0.00	0.00
Total Dept 900.000 - OTHER TOWNSHIP EXPENSES		300,165.00	36.54	183.13	299,981.87	0.06	0.00
TOTAL EXPENDITURES		576,823.00	8,173.54	292,889.65	283,768.35	50.80	165.00
Fund 248 - DDA FUND:							
TOTAL REVENUES		413,235.00	0.00	13,278.09	362,516.91	3.53	0.00
TOTAL EXPENDITURES		576,823.00	8,173.54	292,889.65	283,768.35	50.80	165.00
NET OF REVENUES & EXPENDITURES		(163,588.00)	(8,173.54)	(279,611.56)	78,748.56	139.17	(165.00)
BEG. FUND BALANCE		709,982.49		709,982.49			
END FUND BALANCE		546,394.49		430,370.93			

User: jim

DB: Ada

PERIOD ENDING 01/31/2018

GL NUMBER	DESCRIPTION	2017-18	ACTIVITY FOR	END BALANCE	YTD BALANCE
		ORIGINAL BUDGET	MONTH 01/31/2018 INCREASE (DECREASE)	03/31/2017 NORMAL (ABNORMAL)	01/31/2018 NORMAL (ABNORMAL)
Fund 248 - DDA FUND					
Revenues					
248-028.000-694.000-FRM MKT 12-1	MISC AND OTHER REVENUE	0.00	0.00	500.00	1,000.00
248-028.000-694.001-FRM MKT 12-1	REGISTRATIONS	9,000.00	(225.00)	9,355.00	10,115.00
248-028.000-694.002-FRM MKT 12-1	SALES	0.00	0.00	40.00	0.00
248-028.000-694.003-FRM MKT 12-1	FUND RAISING	0.00	0.00	0.00	0.00
TOTAL REVENUES		9,000.00	(225.00)	9,895.00	11,115.00
Expenditures					
248-170.000-726.000-FRM MKT 12-1	OFFICE SUPPLIES/SERVICES	0.00	0.00	0.00	0.00
248-170.000-726.001-FRM MKT 12-1	FUND RAISING EXPENSE	0.00	0.00	0.00	0.00
248-170.000-740.000-FRM MKT 12-1	OPERATING SUPPLIES/SERVICES	3,295.00	31.57	3,195.66	1,436.32
248-170.000-788.000-FRM MKT 12-1	FARMER'S MARKET EXPENSES	0.00	0.00	0.00	0.00
248-170.000-800.000-FRM MKT 12-1	CONTINUING EDUCATION	75.00	0.00	0.00	0.00
248-170.000-801.000-FRM MKT 12-1	CONTRACT SERVICE	8,745.00	150.00	8,025.00	7,620.00
248-170.000-820.000-FRM MKT 12-1	MEMBERSHIP & DUES	250.00	0.00	0.00	0.00
248-170.000-828.000-FRM MKT 12-1	LEGAL SERVICES	0.00	0.00	0.00	0.00
248-170.000-870.000-FRM MKT 12-1	MILEAGE & EXPENSES	500.00	0.00	0.00	0.00
248-170.000-927.000-FRM MKT 12-1	MAINTENACE & REPAIR/IMPROVEMEN	0.00	0.00	0.00	0.00
248-170.000-974.000-FRM MKT 12-1	IMPROVEMENTS	0.00	0.00	0.00	0.00
248-170.000-981.000-FRM MKT 12-1	SMALL EQUIP & FURNITURE	0.00	0.00	0.00	0.00
248-170.000-983.000-FRM MKT 12-1	NEW EQUIPMENT	0.00	0.00	0.00	0.00
TOTAL EXPENDITURES		12,865.00	181.57	11,220.66	9,056.32
Fund 248 - DDA FUND:					
TOTAL REVENUES		9,000.00	(225.00)	9,895.00	11,115.00
TOTAL EXPENDITURES		12,865.00	181.57	11,220.66	9,056.32
NET OF REVENUES & EXPENDITURES		(3,865.00)	(406.57)	(1,325.66)	2,058.68

ADA FARMERS' MARKET
2017 SEASON REVENUE, EXPENSE AND NET INCOME
01/05/18

General Ledger No.	Date	Description	Revenue	Expenditure	Balance	Net Income from 1/31/17
		Total Revenues and Expenditures, 4/1/16 to 1/31/17	\$9,895.00	\$10,344.78	\$12,686.40	
248.170.801	02/06/17	Market Master Services - January, 2017		\$105.00	\$12,581.40	-\$105.00
248.170.740	3/03/17	Internet Services- 1&1, Inc.		\$68.13	\$12,513.27	-\$173.13
248.170.801	3/21/17	Market Master Services - February, 2017		\$150.00	\$12,363.27	-\$323.13
248.170.801	3/31/17	Market Master Services - March, 2017		\$450.00	\$11,913.27	-\$773.13
248.170.740	3/31/17	Vendor Kickoff Event, Supplies		\$102.75	\$11,810.52	-\$875.88
248.028.694	4/30/17	Vendor Registration Fees	\$4,285.00		\$16,095.52	\$3,409.12
248.028.694	5/31/17	Vendor Registration Fees	\$1,075.00		\$17,170.52	\$4,484.12
248.170.740	5/31/17	Internet Services- 1&1, Inc.		\$68.13	\$17,102.39	\$4,415.99
248.028.694	6/2/17	Vendor Registration Fees	\$240.00		\$17,342.39	\$4,655.99
248.170.801	6/06/17	Market Master Services - May		\$750.00	\$16,592.39	\$3,905.99
248.028.694	6/06/17	Vendor Registration Fees	\$950.00		\$17,542.39	\$4,855.99
248.170.801	6/13/17	Market Master services - April		\$600.00	\$16,942.39	\$4,255.99
248.028.694	6/19/17	Vendor Registration Fees	\$1,095.00		\$18,037.39	\$5,350.99
248.170.740	6/23/17	Petty Cash Disbursement - Busker Compensation		\$190.00	\$17,847.39	\$5,160.99
248.028.694	6/23/17	Vendor Registration Fees	\$250.00		\$18,097.39	\$5,410.99
248.028.694	6/30/17	Vendor Registration Fees	\$570.00		\$18,667.39	\$5,980.99
248.170.801	7/5/17	Market Master services - June		\$1,080.00	\$17,587.39	\$4,900.99
248.170.740	7/5/17	Operating Supplies - Feather Banners		\$611.10	\$16,976.29	\$4,289.89
248.170.740	7/5/17	Operating Supplies - Signs		\$156.24	\$16,820.05	\$4,133.65
248.170.740	7/5/17	Operating Supplies - misc.		\$21.45	\$16,798.60	\$4,112.20
248.170.740	7/5/17	Internet Services		\$21.57	\$16,777.03	\$4,090.63
248.028.694	7/12/17	Vendor registration fees - daily vendors	\$245.00		\$17,022.03	\$4,335.63
248.028.694	7/14/17	Vendor registration fees - daily vendors	\$555.00		\$17,577.03	\$4,890.63
248.028.694	7/21/17	Vendor registration fees - daily vendors	\$315.00		\$17,892.03	\$5,205.63
248.028.694	8/07/17	Vendor registration fees - daily vendors	\$125.00		\$18,017.03	\$5,330.63
248.170.801	8/08/17	Market Master services - July		\$810.00	\$17,207.03	\$4,520.63
248.170.740	8/11/17	Operating Supplies - misc.		\$130.00	\$17,077.03	\$4,390.63
248.028.694	8/11/17	Vendor registration fees - daily vendors	\$265.00		\$17,342.03	\$4,655.63
248.028.694	8/18/17	Vendor registration fees - daily vendors	\$100.00		\$17,442.03	\$4,755.63
248.028.694	8/28/17	Vendor registration fees - daily vendors	\$50.00		\$17,492.03	\$4,805.63
248.028.694	8/28/17	Spectrum Health sponsorship fee	\$1,000.00		\$18,492.03	\$5,805.63
248.170.801	9/6/17	Market Master services - August		\$1,350.00	\$17,142.03	\$4,455.63
248.170.740	9/6/17	Internet Services		\$68.13	\$17,073.90	\$4,387.50
248.028.694	9/12/17	Vendor registration fees - daily vendors	\$100.00		\$17,173.90	\$4,487.50
248.028.694	9/14/17	Vendor registration fees - daily vendors	\$75.00		\$17,248.90	\$4,562.50
248.170.801	10/3/17	Market Master services - September		\$1,080.00	\$16,168.90	\$3,482.50
248.028.694	10/3/17	Vendor registration fees - daily vendors	\$25.00		\$16,193.90	\$3,507.50
248.028.694	10/5/17	Vendor registration fees - daily vendors	\$20.00		\$16,213.90	\$3,527.50
248.170.740	10/19/17	Operating Supplies - misc.		\$70.00	\$16,143.90	\$3,457.50
248.170.801	11/20/17	Market Master services - October		\$1,350.00	\$14,793.90	\$2,107.50
248.170.801	12/05/17	Market Master services-November		\$450.00	\$14,343.90	\$1,657.50
248.170.740	12/05/17	Internet services		\$68.13	\$14,275.77	\$1,589.37
248.170.801	01/03/18	Market Manager services- December		\$150.00	\$14,125.77	\$1,439.37
248.170.740	01/03/18	Internet services		\$21.57	\$14,104.20	\$1,417.80
248.170.740	01/03/18	Facebook advertising - promoted post		\$10.00	\$14,094.20	\$1,407.80
	1/4/18	Vendor registration fee refund	-\$225.00		\$13,869.20	\$1,182.80
Total, 2017 Season, beginning 2/1/17			\$11,115.00	\$9,932.20		\$1,182.80
Total, Fiscal YTD, beginning 4/1/17			\$11,115.00	\$9,056.32		\$2,058.68