

CITY OF IONIA
Downtown Development Authority
March 21, 2018 Meeting Minutes

CALL TO ORDER: The Ionia Downtown Development Authority meeting called to order by Board President Kirgis at 8:03am.

ROLL CALL: Roll Call revealed the following DDA Board members present: Dave Cook, Paul Lentz, Tim Hemenway, Jim Killion and Mike Kirgis.
Guests included Heather Sizemore and John Krueger.
Also in attendance were City Manager Jason Eppler, Finance Director Chris Hyzer and DDA Director Linda Curtis.

PUBLIC COMMENTS AND INFORMATION:

CONSENT AGENDA: It was moved by Member Cook, seconded by Member Hemenway to approve the following:
Minutes from the DDA meeting of February 21, 2018.
Accounts Payables for the DDA:
January 26, 2018 – February 25, 2018 in the amount of \$1,334.23.
Accounts Payables for the Theatre:
January 26, 2018 – February 25, 2018 in the amount of \$17,396.35.
MOTION CARRIED.

DDA DIRECTOR UPDATE: DDA Director's report attached to meeting documents.

THEATRE REPORT: Absent.

BOARD DECISIONS AND ACTION ITEMS:

1. Outdoor Mural Project: It was moved by Member Hemenway and seconded by Member Cook to approve and move forward with the outdoor mural project.
MOTION CARRIED.
2. 2017 Annual Report: It was moved by Member Cook and seconded by Member Killion to adopt the DDA 2017 Annual Report.
MOTION CARRIED.

OTHER

1. MEDQ presentation scheduled for the April DDA Board of Directors meeting.
2. Wayfinding Sign Project update: Bid specs are being developed by Spicer Group. Once completed, documents will be forwarded to City Manager Jason Eppler for his review. Spicer Group will be scheduling meetings with MDOT regarding the project. Board meeting guest John Krueger noted his concerns of the cost of the project and if it meets the needs of the community.
3. Former Berger property: Title search of the property noted a portion is listed as belonging the DDA. Discussion included providing a deed transfer of the said property to the current owner. No costs will be associated with the transfer for the DDA.

4. Redevelopment Ready Communities: RRC / MEDC is now beginning the evaluation process of the City of Ionia's application. The DDA was asked to provide contact information of 3-5 individuals that have recently undergone construction / site review plans and submitted special permit use applications. Each will be contacted by a RRC representative to discuss their experiences with the process. Once this portion of the evaluation is complete, the DDA will be provided with recommendations accordingly. Board meeting guest Heather Sizemore noted concerns on what determines Ionia's destination initiatives. DDA Director provided an overview on the RRC's "sense of place" programming and recommendations.

5. Master Plan Goals and Actions: Copies of the current DDA goals and actions were provided to the Board for review. Notes on the progress of each were also included. The Master Plan's Citizen Survey will be open April 2 – 23, 2018. Several questions on the survey are related to DDA initiatives. Once the results are tabulated, the DDA will begin the process of developing new goals and plans of action for each in addition to updating the current list. It was noted that a number of the goals provided in the 2012 MP have been completed.

6. Summer in the City Guide publication: The DDA has an opportunity to partner with the Sentinel Standard on creating a summer guide for upcoming Ionia special events and activities. The DDA would be responsible for selling ads and meeting with event groups to include their information within the guide. Funds beyond the publication costs would be directed to marketing the Wizard of Oz Festival. A mass printing of 10,000 copies would be distributed within the county. Member Hemenway noted that hard copy advertising campaigns are being replaced in many cases with digital format. Michigan One Community Credit Union contracts with FOX 17 for their digital programming. The DDA Director will contact FOX to discuss options.

7. Cell phone signal: Member Hemenway prompted a discussion on the lack of adequate cell phone signal within the downtown areas. It was suggested a conversation with Verizon may be warranted. Meeting guest John Krueger recently contracted with "We Boost" for an antenna / cable program that has been successful within his business located on Main Street. The cost related to that programming is \$500.

ADJOURNMENT:

It was moved by Member Hemenway, seconded by Member Cook to adjourn the meeting at 8:55am.

MOTION CARRIED.

Respectfully Submitted,
Dave Cook, Secretary
Linda Curtis, DDA Director