

MEETING MINUTES

Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday, April 21, 2015
5:30 P.M.
Cascade Library - Wisner Center
2870 Jacksmith Ave SE

ARTICLE 1. Call the Meeting to Order

Chairman Huhn called the meeting to order at 5:30 p.m.

Members Present: Rob Beahan, David Huhn, Diana Kingsland, Jennifer Puplava, Kim Ridings, Rick Siegle

Members Absent: Paula Rowland, Matt Smith, Steve Stephan (excused)

Others Present: DDA/ED Director Sandra Korhorn, Laura McDowell of 28th Street Metro Cruise Warm-Up, Diane Cutler of KDL.

ARTICLE 2. Approve the Agenda

Motion was made by Member Puplava to approve the Agenda. Support by Member Beahan. Motion carried, 6-0.

ARTICLE 3. Approve the Minutes of the February 17, 2015 Meeting

Motion was made by Member Beahan to approve the minutes of the February 17, 2015 meeting as written. Support by Member Siegle. Motion carried 6-0.

ARTICLE 4. Acknowledge visitors and those wishing to speak to non-agenda items. *(Comments are limited to five minutes per speaker)*

No one wished to speak to non-agenda items.

ARTICLE 5. Discuss DDA Sponsorship of the Metro Cruise

DDA/ED Director Korhorn presented. The 28th Street Metro Cruise Warm-up is held in Pal's Diner parking lot. In the past it was sponsored by the Cascade Community Foundation, but they have declined support for this year. The 28th Street Metro Cruise Warm-Up contacted us for \$5,000 in funding. It is in our DDA Plan to support events that take place in the district.

Laura McDowell, 28th Street Metro Cruise Warm-Up, presented the funding request. The 28th Street Metro Cruise Warm-Up is an annual community event held at Pal's Diner and brings approximately 1,000 cars to the Cascade area. This is an opportunity for cars to be displayed for public viewing. We have the volunteers, staging, etc. needed for the event. The FH Business Association will donate \$1,000 this year. However, we are in need of a community sponsor and feel the DDA would be a great fit for this project. If the DDA agrees to sponsor this event it would become a DDA Event. Pal's Diner has

always contributed to the 28th Street Metro Cruise Warm-Up and other businesses in the area are stepping forward to contribute time and talent. We're looking for an umbrella group to sponsor the 28th Street Metro Cruise Warm-up.

Discussion Followed.

Member Kingsland made a motion to approve the Sponsorship of the 28th Street Metro Cruise Warm-Up for \$5,000 for one year. Support by Member Puplava. Motion carried 6-0.

ARTICLE 6. Discuss Support for the Library Concert Series.

DDA/ED Director Korhorn presented. The Kent District Library is putting together a concert series for the Cascade Library. It is a seven(7) month series with one(1) concert a month on Sunday afternoons between October and April. They are looking for financial support from the DDA in the amount of \$1,000.

Diane Cutler presented the funding request. KDL's latest strategic plan is to engage the community, support learning and cultivate creativity. Our proposal is a Sunday afternoon live concert series. This comes from the idea that in the summer you can listen to live music for free but after Labor Day there is no place to go. Cascade has been very supportive of music programs in the past. With this series we want to gear it specifically to adults as we have children's music programs throughout the year. We do not want to make this formal but more bistro like and offer some concert seating. We would also like to have local food vendors provide light refreshments for the program. There will be no alcohol served at this time. In talking to local musicians they are very excited to perform. We have seven groups tentatively booked. Our idea is to provide free music to bring people into the library, to provide another venue for free music, and to have fun. The budget proposal is on average \$1,000 per performer. Much of the marketing will be provided by KDL as an in-kind gift. KDL will be the lead sponsor on the program. The Friends of the Library enthusiastically support the event as does the Cascade Community Foundation.

Discussion followed.

Member Puplava made a motion to support the sponsorship of \$1,000 for the KDL Concert Series. Support by Member Kingsland. Motion carried 6-0.

ARTICLE 7. Discuss Public Transit in the DDA District

DDA/ED Director Korhorn presented. The Township is looking into public transportation within the DDA. The Township receives requests regarding bus service in Cascade Township. The goal of providing public transit is in the Master Plan and the Township Strategic Plan as well as in the DDA Plan. We have begun talks with *The Rapid* regarding potential costs and route options. *The Rapid* felt a 28th Street extension would be a priority for them and positive for the Township residents and business. The closest bus stop currently is on 28th Street in front of Art Van in Kentwood. The YMCA was currently approved and one of the requirements of the Site Plan was a bus pull-out lane. There

have been numerous requests for bussing to the facility when it opens. There is a proposal from *The Rapid* in your packets. The proposal we are looking at includes loops to the YMCA and the Cascade Library. We are looking into a three year pilot program to see if there is ridership and if it is worthwhile to continue. We are looking for support of the program and financial contribution from the DDA with the Township providing 75% and the DDA and local businesses making up the remaining 25%. We are looking at a cost of roughly \$400,000 yearly.

Discussion followed in regard to actual rider usage, business needs, how much funding would be available, and whether or not a three year contract with the *Rapid* is beneficial to the township.

Motion by Member Puplava, to go ahead and speak with local business owners to find out how they feel this would impact their businesses. Second by Member Siegle. Motion passed 6-0.

ARTICLE 8. Any Other Business

a) Sculpture Pad Donation – Museum Gardens

The Cascade Community Foundation held a fundraiser to raise money for the sculpture pad in the gardens. They have received a \$25,000 donation from United Bank to help pay for that.

b) Village projects bids

The bids went out for the remainder of the projects: the Old 28th Street mid-block crossing; the dedicated turn lane from Thornapple River Drive onto Cascade Road; and the sewer force project down in the Village. The bids are due this Thursday, April 23. Because the bid climate isn't great, the Township did put some alternative dates in them in order to receive a more positive outcome.

c) Public Open House – Tuesday, April 28, 4-6pm

The second open house will be held next Tuesday, April 28 in the Wisner Center.

d) Update on Planning Activities

The Township received a bid for painting the street lights. The contractor who looked at the poles stated the base of the light pole and about three feet up is what's peeling. The best finish on the poles is from the factory where it's blasted on. If the entire pole is painted it may all start peeling and chipping in the future. The cost for painting the entire pole is \$130/pole, painting the base only is \$45/pole. This project will most likely be done in stages with poles outside the project area being done first; after work is finished in the project areas those poles would be done. The consensus of the DDA Board is to have the contractor paint 1-2 bases and then have DDA/ED Director Korhorn inspect them to determine how they look etc. At that time a decision will be made to have either the base painted or the entire pole painted.

DDA/ED Director Korhorn and Community Development Director Peterson sent out a mailing to arrange a meeting date with the business owners in the Thornapple Centre Shopping Center to discuss signage for both the shopping center and the individual businesses. However, only one (1) owner attended

the meeting. Directors Korhorn and Peterson will be doing additional canvassing of those business owners in an effort to set up a meeting in the future to discuss these issues.

ARTICLE 9. Adjournment

**Member Puplava made a motion to adjourn. Support by Member Kingsland.
Motion carried 6-0. Meeting Adjourned at 6:50 PM**

Respectfully submitted,

Diana Kingsland, Secretary
Ann Seykora, Planning Administrative Assistant
Debra W. Groendyk, Planning Administrative Assistant