

AGENDA
Cascade Charter Township
Downtown Development Authority Board of Directors
January 17, 2017
5:30 p.m.
Cascade Library Wisner Center
2870 Jacksmith Ave. SE

- ARTICLE 1.** Call the Meeting to Order
Record the Attendance
- ARTICLE 2.** Approval of the Agenda
- ARTICLE 3.** Approval of the Minutes of November 15, 2016 Meeting
- ARTICLE 4.** Acknowledge visitors and those wishing to speak to non-agenda items (*Comments are limited to five minutes per speaker*)
- ARTICLE 5.** Discuss the Review the 2017 Budget
- ARTICLE 6.** Discuss and Consider Sponsorship for the 2017 Metro Cruise Warmup Event
- ARTICLE 7.** Discuss Potential 2017 Projects
- ARTICLE 8.** Discuss DDA Business Owner Meetings
- ARTICLE 9.** Election of Officers
- ARTICLE 10.** Any Other Business
- a. Contact List for Board Members
 - b. Cascade Community & Library Gathering Space Open House – Tuesday, January 24, 2017 – 5:30 – 7:00 p.m. Wisner Center
 - c. Update on Planning Activities
- ARTICLE 11.** Adjournment

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday, November 15, 2016
5:30 P.M.
Cascade Library – Wisner Center

ARTICLE 1. Chairman Huhn called the meeting to order at 5:30 P.M.
Members Present: Huhn, Beahan, Kingsland, Puplava, Ridings, Rowland, Siegle, and Smith
Members Absent: Stephan
Others Present: DDA Director Sandra Korhorn, and those listed on the sign in sheet.

ARTICLE 2. Approve the current Agenda.

Motion was made by Member Puplava to approve the Agenda. Supported by Member Ridings. Motion carried 8 to 0.

ARTICLE 3. Approve the Minutes of the August 16, 2016 Meeting.

Motion was made by Member Beahan to approve the Minutes as presented. Support by Member Puplava. Motion carried 8 to 0.

ARTICLE 4. Acknowledge visitors and those wishing to speak to non-agenda items.

No one came forward.

ARTICLE 5. Consider Centennial Business Park Banners

Director Korhorn stated that representatives from Centennial Business Park were present at the August meeting and presented some examples of banner designs they were considering for the business park. They have come up with a final design and would like to use the banners to market the park as well as potentially using them for wayfinding throughout the park. The business park association will pay for the purchase of the banners. The Township will install, remove, and store the banners. While this is not an expense for the DDA, the DDA should “sign off” on the design of the banners as they will be placed in the Centennial Park development area, which is located in the DDA district.

Mr. Kasmauskis came forward to make a presentation of the final design for the banners.

Discussion followed.

Motion was made by Member Rowland to accept the presented design and installation of same. Supported by Member Siegle. Motion carried 8-0.

ARTICLE 6. Update on Public Transportation and Consider Revision of Cost Allocation.

Mr. Ben Swayze, Township Manager, came forward and made a presentation concerning the 3-year pilot program of the line haul bus service on 28th Street through The Rapid. Most importantly, Mr. Swayze, on behalf of the Township Finance Committee, is asking the DDA to incur a larger share of the cost of the service. Initially, the Township General Fund would cover 75% of the cost of the service and the DDA would cover 25% of the service. Given the documented benefit of the service to the businesses of the DDA, the Finance Committee is now recommending the DDA cover 75% of the cost of the service and the Township General Fund cover 25% of the cost of the service.

Lengthy discussions followed concerning the benefits of the project, the ridership data, any businesses who are contributing to the cost and other funding options besides the DDA.

It was suggested that an ad hoc committee be put together consisting of the DDA Board and the Township Board to discuss the benefits of the service and options for funding. Board Members Kingsland, Siegle and Puplava volunteered to be on this committee. Member Beahan will be a representative for both the DDA and the Township Board.

ARTICLE 7. Consider 2017 Meeting Schedule

Motion was made by Member Puplava to support the 2017 meeting schedule as presented. Supported by Member Kingsland. Motion carried 8-0.

ARTICLE 8. Any other business.

- a. Library Gathering Space Plan. There will be a public meeting on January 24, 2017 from 5:30 – 7:00 p.m. to look at the plan.
- b. Update on Planning Activities.

ARTICLE 9. Adjournment.

Motion was made by Member Rowland to adjourn. Supported by Member Siegle. Motion carried 8 to 0. The meeting was adjourned at 6:45 p.m.

Respectfully submitted,
Diana Kingsland, Secretary

DDA MEMORANDUM

To: Cascade Township DDA Board
From: Sandra Korhorn, DDA/Economic Development Director *SKK*
Subject: Review of 2017 Budget
Meeting Date: January 17, 2017

I placed a copy of the DDA budget in this packet. A few areas worth mentioning are:

- a. Maintenance and Repair – This fund is generally used for streetlight maintenance, bulbs, flowers, soil, weed and feed applications, irrigation repair, mulch, sidewalk maintenance, etc. The maintenance budget for FY2017 is \$37,800. This amount includes \$6,000 for replacement trees if needed (Centennial Park, 28th St., Cascade Rd., etc.) and funds for street sweeping.
- b. Special Projects – \$75,000. Funds have been set aside for a marketing/branding plan for the DDA district, Thornapple Centre redevelopment, rotating sculpture, Tassell Park lighting and Village area decorations.
- c. Bus Service - \$95,187.00 is the DDA share of the cost of the 28th St. bus line for 2017. If you recall at the end of 2016, it was suggested a committee convene to discuss the benefits of bus service and options for funding.

Updates on where we are with the budget will be provided to you throughout the year.

01/03/2017

BUDGET REPORT FOR CASCADE CHARTER TOWNSHIP

2017 APPROVED BUDGET
 Calculations as of 10/31/2016
 Board Adopted 12/14/2016
 Resolution 49/2016

GL NUMBER	DESCRIPTION	2016 AMENDED BUDGET	2016 ACTIVITY THRU 10/31/16	2017 REQUESTED BUDGET	2017 RECOMMENDED BUDGET	2017 APPROVED BUDGET
DDA FUND						
Dept 000						
ESTIMATED REVENUES						
Function: REVENUE						
248-000-401-401	TAXES - CASCADE TOWNSHIP	167,550	165,188	186,715	186,715	186,715
248-000-401-402	TAXES - G.R.C.C.	90,000	93,448	95,000	95,000	95,000
248-000-401-403	TAXES-KENT COUNTY	275,000	286,666	300,954	300,954	300,954
248-000-401-406	KDL TAXES-DDA	60,850	59,993	67,815	67,815	67,815
248-000-665-000	INTEREST REVENUE	8,000	6,225	5,500	5,500	5,500
248-000-671-683	REIMBURSEMENTS/REFUNDS	8,518	8,518			
248-000-675-300	DDACONTRIB & DONATION- METRO CRUISE	20,000	19,250	15,000	15,000	15,000
248-000-675-310	DDA CONTRIBUTION & DONATION-SCULPTU	10,000	10,000	7,500	7,500	7,500
248-000-676-000	INSURANCE REIMBURSEMENT		406			
Total - Function REVENUE		639,918	649,694	678,484	678,484	678,484
TOTAL ESTIMATED REVENUES		639,918	649,694	678,484	678,484	678,484
NET OF REVENUES/APPROPRIATIONS - 000-		639,918	649,694	678,484	678,484	678,484
Dept 170-DDA OPERATIONS/CONSTRUCTION						
APPROPRIATIONS						
Function: Unclassified						
248-170-723-000	DDA - MEMBERSHIP AND DUES	940	270	940	940	940
248-170-724-000	DDA - EDUCATION	2,000	370	2,000	2,000	2,000
248-170-787-000	OTHER EXPENSES	10,000	4,295	10,000	10,000	10,000
248-170-821-000	ENGINEERING	10,000	219	10,000	10,000	10,000
248-170-826-265	LEGAL	4,000	160	2,500	2,500	2,500
248-170-860-000	DDA - MILEAGE	400	60	400	400	400
248-170-861-100	BUS SERVICE 28TH ST	102,800	63,778	97,187	97,187	97,187
248-170-921-000	ELECTRICITY	27,000	16,281	27,000	27,000	27,000
248-170-922-000	STREETLIGHTS	6,000		8,000	8,000	8,000
248-170-924-100	CELL PHONES	850	461	900	900	900

01/03/2017

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Board Adopted 12/14/2016

Resolution 49/2016

GL NUMBER	DESCRIPTION	2016 AMENDED BUDGET	2016 ACTIVITY THRU 10/31/16	2017 REQUESTED BUDGET	2017 RECOMMENDED BUDGET	2017 APPROVED BUDGET
DDA FUND						
248-170-927-000	WATER-SEWER	6,500	2,440	6,500	6,500	6,500
248-170-931-000	MAINT & REPAIR/IMPROVEMENTS	37,800	31,068	37,800	37,800	37,800
248-170-931-300	DDA REPAIR & MAINT- METRO CRUISE WU	25,000	23,895	20,000	20,000	20,000
248-170-950-000	DDA PROPERTY TAX REFUNDS	10,000	4,504	5,000	5,000	5,000
248-170-967-000	SPECIAL PROJECTS	40,000	17,113	75,000	75,000	75,000
248-170-980-266	SIDEWALK CONST - W 28TH ST		433			
248-170-981-000	SMALL EQUIP AND FURNITURE	500		500	500	500
Total - Function Unclassified		283,790	165,347	303,727	303,727	303,727
TOTAL APPROPRIATIONS		283,790	165,347	303,727	303,727	303,727
NET OF REVENUES/APPROPRIATIONS - 170-DDA OPERATIONS/CONSTR		(283,790)	(165,347)	(303,727)	(303,727)	(303,727)

Dept 901-CAPITAL OUTLAY

APPROPRIATIONS

Function: CAPIAL OUTLAY

248-901-821-051	ENGINEERING- MUSEUM GARDENS	1,300	1,243			
248-901-821-053	ENGINEER-MILLAGE AREA MID-BLOCK CROSS	1,000	682			
248-901-821-054	ENGINEERING- ENHANCED INTERSECTIONS	5,500	5,816			
248-901-974-000	CAPITAL OUTLAY - LANDIMP	30,000	2,031			
248-901-974-051	MUSEUM GARDENS PROJECT	67,215	67,215			
248-901-974-052	OLD 28TH ST REALIGNMENT		14,980			
248-901-974-053	CAP OUT-VILLAGE AREA MID-BLOCK CROSSIN	52,168	52,168			
248-901-974-054	CAPITAL OUTLAY- ENHANCED INTERSECTION	13,000	13,000			
Total - Function CAPIAL OUTLAY		170,183	157,135			
TOTAL APPROPRIATIONS		170,183	157,135			
NET OF REVENUES/APPROPRIATIONS - 901-CAPITAL OUTLAY		(170,183)	(157,135)			

Dept 965-TRANSFERS OUT

01/03/2017

BUDGET REPORT FOR CASCADE CHARTER TOWNSHIP

2017 APPROVED BUDGET

Calculations as of 10/31/2016

Board Adopted 12/14/2016

Resolution 49/2016

GL NUMBER	DESCRIPTION	2016 AMENDED BUDGET	2016 ACTIVITY THRU 10/31/16	2017 REQUESTED BUDGET	2017 RECOMMENDED BUDGET	2017 APPROVED BUDGET
DDA FUND						
APPROPRIATIONS						
Function: OTHER FINANCE SOURCE						
248-965-999-101	TRANSFER TO GENERAL FUND	94,340		94,340	94,340	94,340
Total - Function OTHER FINANCE SOURCE		94,340		94,340	94,340	94,340
TOTAL APPROPRIATIONS		94,340		94,340	94,340	94,340
NET OF REVENUES/APPROPRIATIONS - 965-TRANSFERS OUT		(94,340)		(94,340)	(94,340)	(94,340)
Dept 990-DEBT SERVICE						
APPROPRIATIONS						
Function: DEBT SERVICES						
248-990-992-003	MUN BOND 2010 /PRINCIPAL	91,000	91,000	95,000	95,000	95,000
248-990-996-003	MUN BOND 2010 / INT & FEES	15,777	15,777	15,518	15,518	15,518
Total - Function DEBT SERVICES		106,777	106,777	110,518	110,518	110,518
TOTAL APPROPRIATIONS		106,777	106,777	110,518	110,518	110,518
NET OF REVENUES/APPROPRIATIONS - 990-DEBT SERVICE		(106,777)	(106,777)	(110,518)	(110,518)	(110,518)
ESTIMATED REVENUES - FUND 248		639,918	649,694	678,484	678,484	678,484
APPROPRIATIONS - FUND 248		655,090	429,259	508,585	508,585	508,585
NET OF REVENUES/APPROPRIATIONS - FUND 248		(15,172)	220,435	169,899	169,899	169,899
BEGINNING FUND BALANCE		329,814	329,814	550,249	550,249	550,249
ENDING FUND BALANCE		314,642	550,249	720,148	720,148	720,148

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Discuss and Consider DDA Sponsorship for the Metro Cruise Warmup Event

Meeting Date: January 17, 2017

The Metro Cruise Warmup Event was held this past August (Thursday and Friday, August 25 & 26) at the Thornapple Centre. The weather was beautiful and the event was very well attended and considered a success.

The DDA donated \$5,000 for the event and was the title sponsor. Additional sponsors include United Bank of Michigan (main sponsor), Curtis Cleaners, the Forest Hills Business Association (FHBA), the Cascade Community Foundation (CCF), along with other Cascade businesses.

Based on attendance, feedback from the car owners and other activities occurring on Friday night, the Cascade Metro Cruise Warmup committee has decided to hold the event on Thursday evening only. Thursday evening was incredibly popular and busy last year.

This event brings people into the community and the business district. It increases awareness of Cascade Township and our businesses. The DDA plan does allow the board to "create, manage and support annual events occurring within the DDA district".

The Metro Cruise Warmup committee is again requesting \$5,000 for sponsorship of the event. Staff is recommending the DDA sponsor the Metro Cruise Warmup event again for 2017. The committee has been meeting and is working on the schedule of events/activities as well as talking with business owners in the DDA to generate more involvement.

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Discussion of 2017 DDA Projects

Meeting Date: January 17, 2017

It's the time of year to begin discussions for projects for 2017. For 2016 we completed the 28th St. sidewalk from Hotel Ave. to Drury Hotel and will hold one final public meeting for the library gathering space plan. Last year we put the lighting of Tassell Park on hold until we had more time to work on a plan.

For 2017 staff is suggesting the following projects:

1. Lighting of Tassell Park – Discuss in further detail what we are looking for and explore partnerships for funding the project. Bronner's has their sale in January/February on Christmas decorations. I met with a representative from Bronner's and he will be submitting some information on outdoor decorations/prices. We should also look at the village area and how we want to improve upon that.
2. Logo and Marketing/Branding Initiative for the Downtown area – The DDA is beginning to sponsor some events in the downtown area and it would be nice to have a logo for marketing/advertising purposes and also put together a branding/marketing initiative for the downtown district.

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Election of Officers

Meeting Date: January 17, 2017

It is time to elect officers for the DDA for 2017. The Board needs to vote on the following positions: Chair, Vice Chair and Secretary. Currently, David Huhn serves at the Chairman; Jennifer Pupilava serves as the Vice Chair and Diana Kingsland as the secretary.