

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday, January 16, 2018
5:30 P.M.
Cascade Library – Wisner Center

ARTICLE 1. Vice Chairman Puplava called the meeting to order at 5:30 P.M.
Members Present: DeWitt, Kingsland, Puplava, Ridings, Siegle, and Stephan
Members Absent: Beahan, Rowland and Smith
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 Kingsland to approve the Agenda. Supported by Member Siegle. Motion carried 6 to 0.

ARTICLE 3. Approve the Minutes of the November 21, 2017 Meeting.

Motion was made by Member Ridings to approve the Minutes as presented. Supported by Member Kingsland. Motion carried 6 to 0.

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

No one came forward.

ARTICLE 5. Discuss and Review the 2018 Budget

Director Korhorn noted she sent a copy of the DDA budget to the Board for their information and review and stated she would periodically update it from time to time throughout the year.

ARTICLE 6. Discuss Additional Holiday Decorations

Director Korhorn stated that similar to last year, Bronner's will be holding their sale on holiday decorations through February 28, 2018. The sale will include all of the items purchased for this year's display.

Last year the Board ordered 49 – 3' snowflakes (four different designs) in cool white for the village. Also purchased was a 16' Paramount tree in multi-colored lights to place at the bottom of Old 28th and Cascade Road. The old snowflakes are currently placed along 28th Street, however, we chose not to light them.

Up for consideration would be whether the Board wants to purchase additional snowflakes to put along 28th Street or do something different. An option might be to wrap the streetlights along 28th Street with LED rope lights.

A lot of great comments were received about the tree at the bottom of old 28th/Cascade Road. People would like to see an additional tree at the Museum Gardens park. She also received favorable comments about the lights in Tassell Park, however the general consensus was more were needed. Director Korhorn suggested maybe some tube lights hanging from the trees.

Director Korhorn recommends that the DDA move forward and order additional decorations that can be displayed throughout the district. Funds were placed in the 2018 budget to accommodate this action.

A general discussion followed which brought a variety of ideas for additional decorations. Some included adding additional color to the 16' tree at the bottom of Old 28th or adding other decorations in the area so that the tree is a focal point, also doing something with the pallet that the tree stands on. Getting a bigger tree or an additional tree for the Museum Gardens park. More Village decorations vs additional 28th Street decorations.

It was decided that Director Korhorn will put a proposal together with different options in time for the next Board meeting so a decision can be made so an order can be put in with Bronner's by the 28th of February.

ARTICLE 7. Discuss Potential 2018 Projects

Director Korhorn stated that over the past few meetings there was discussion of future projects in the DDA District. Discussion included the sidewalk loop on Orchard Vista in Centennial Park, along with some road improvements in Centennial Park. However, neither of those would take place until 2019. In order to plan and budget and work in conjunction with the Kent County Road Commission, the DDA board will need to make a decision by February, 2018.

Director Korhorn gave a list of other potential projects for consideration:

1. Sidewalk extension on Cascade Road from Independent Bank to Cascade Hospital for Animals;
2. 28th Street Mid-Block Crossing;
3. Gateway Signage;
4. Village Gateway Improvements;
5. Path from Tassell Park to Library; and
6. Purchase of Riverfront Properties.

Director Korhorn would like to know if the Board wants to move forward with Centennial Park street improvements, sidewalks, roundabouts and boulevard entrances (costing approximately \$2 million overall). The Kent County Road Commission ("KCRC") approached the Township and said the streets in Centennial Park are in poor condition and needed to be fixed. The approximate cost for the street improvement would be \$1 million. The KCRC would share the cost 50/50 with the Township (\$500,000 each). The DDA would pick up the cost of any beautification improvements over and above the typical road maintenance. However, if there was no additional beautification road work

completed in Centennial Park, the DDA would likely split the cost of the road maintenance with the Township. With that said, a bond would definitely be needed to finance all of these improvements.

Discussion followed concentrating most on what projects are most feasible and necessary.

Mr. Mike Kasmauskis and Mr. Kurt Driesenga were both present representing Centennial Park businesses. Mr. Kasmauskis noted that the existing sidewalks and lights have been wonderful, but more would be even better. He also suggested additional landscaping, stating that the area looked a bit tired. Mr. Driesenga stated that the bus, sidewalks and lights have all contributed to bringing businesses into Centennial Park. He would also like to see additional sidewalks and landscaping. He didn't really feel too many roundabouts were needed, but anything to beautify the area would be great.

Motion was made by Member Siegle to have Director Korhorn look into costs for the following:

- 1. The outside sidewalk loop and the Park; and**
- 2. The outside sidewalk loop, one roundabout by the park, 3 boulevards and the park as an add -on.**

Supported by Member Kingsland. Motion carried 6 to 0.

ARTICLE 8. Update on Marketing Plan Tactics

Director Korhorn gave the Board a brief update on the marketing plan tactics. The Township is in the process of making a decision on the format for the newsletter. Once that is completed, Q+M will create graphics that can be used to create a Cascade District Section of the print newsletter. Q+M should have a template for the email newsletter by mid-week. Decisions with regard to the microsite are in process. In regards to the Business Guide, text for the Guide will be submitted to Q+M by January 19. Photos of businesses to be included in the Guide are being taken.

ARTICLE 9. Election of Officers

Director Korhorn stated it is time for an election of officers. Mr. Huhn has pulled himself from consideration for office. He has served for 12 years and wished to retire from the DDA. Therefore, all positions need to be filled: Chairman, Vice Chair and Secretary.

Motion was made by Member Stephan to elect the following:

Chair - Jennifer Puplava
Vice Chair - Kim Ridings
Secretary - Diana Kingsland

Supported by Member Siegle. Motion carried 6 to 0.

ARTICLE 10. Any Other Business

- a. Contact List for Board Members
- b. Update on Planning Activities

ARTICLE 11. Adjournment.

**Motion was made by Member Siegle to adjourn. Supported by Member Kingsland.
Motion carried 6 to 0. The meeting was adjourned at 7:00 p.m.**

Respectfully submitted,
Diana Kingsland, Secretary