

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday, November 21, 2017
5:30 P.M.
Cascade Library – Wisner Center

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

ARTICLE 3. Approve the Minutes of the October 17, 2017 Meeting.

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

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

No one came forward.

ARTICLE 5. Discussion of Marketing Plan & Tactics

Director Korhorn stated that at the October meeting, Nancy Shore of Q+M presented the draft marketing plan to the DDA Board. At that meeting, the DDA picked Logo Concept 3 to move forward with. As part of the contract with Q+M, the DDA has approximately \$5,000 in the budget for 2017 to spend on tactics.

After the October meeting, the “madeincascade.org” web domain was secured. A decision will need to be made how to use and populate that site. However, Director Korhorn believes that the most important item moving forward at this time would be the business directory/guide.

Visitors of the library concert series repeatedly ask for some type of guide so they can visit the Cascade businesses and restaurants. This guide could be located in hotel rooms and placed at different businesses and sports facilities around the Township.

Discussion commenced concerning what would be the best way to spend the \$5,000, which tactic(s) to proceed with at this time, as there were so many options to choose from. In the end, it was thought that with the amount of money there was to spend, that it made sense to move forward with Director Korhorn’s suggestion. Use the business guide as an initial push to get the Township’s marketing plan underway. There

was also a suggestion that in that initial push that the business guide be used along with the microsite and newsletters.

Motion was made by Member Puplava and supported by Member Rowland to approve the following tactics:

- 1. Business Guide;**
- 2. Microsite;**
- 3. Print newsletter template; and**
- 4. Email newsletter template.**

Motion carried 6 to 0.

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. The breakdown was:

<u>Snowflake</u>	<u>Quantity</u>	<u>Price</u>
Diamond	14	\$276.00
Silhouette	15	\$299.00
Winterfest	10	\$319.00
Spiral	10	\$339.00

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.

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

After some general discussion, it was decided that the Board members wanted to get a look at the 2017 purchases that were currently put in place and think about what might be needed in 2018. Therefore, a decision on this matter was tabled until the January 2018 meeting.

ARTICLE 7. Discuss Future 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 then presented a list of projects which she placed into the 2018 budget:

1. Seal the Stamped Concrete in the Village (which should be done every couple of years);
2. Bus Service;
3. Cascade Metro Cruise Warmup;
4. Cascade Library Concert Series & Summer Events;
5. Streetlight Painting;
6. Purchase of additional Holiday Decorations; and
7. Marketing Materials.

Director Korhorn asked that the Board keep all of these projects in the forefront as a decision will need to be made by the February meeting.

General discussion commenced specifically concerning the DDA budget, the potential cost of each project and who, if anyone, might help the DDA fund some of these projects.

No formal decision was made at this meeting.

ARTICLE 8. Consider 2018 Meeting Schedule

Director Korhorn presented a tentative DDA meeting schedule for 2018. Meeting are held on the 3rd Tuesday of the month. The 2018 meeting schedule would be as follows:

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|---------------|----------------|
| • January 16 | • July 17 |
| • February 20 | • August 21 |
| • March 20 | • September 18 |
| • April 17 | • October 16 |
| • May 15 | • November 20 |
| • June 19 | • December 18 |

Motion was made by Member Puplava to approve the 2018 DDA Meeting Schedule as presented. Supported by Member Ridings. Motion carried 6 to 0.

ARTICLE 9. Any Other Business

- a. Update on Planning Activities

ARTICLE 10. Adjournment.

**Motion was made by Member Beahan to adjourn. Supported by Member Pupilava.
Motion carried 6 to 0. The meeting was adjourned at 6:30 p.m.**

Respectfully submitted,
Diana Kingsland, Secretary