

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday, October 17, 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, Kingsland, Puplava, Ridings, Rowland, Siegle, Stephan
Members Absent: 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 8 to 0.

ARTICLE 3. Approve the Minutes of the September 19, 2017 Meeting.

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

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

No one came forward.

ARTICLE 5. Presentation and Discussion of Draft Marketing Plan

Director Korhorn introduced Ms. Nancy Shore of Q+M who is present to make a presentation of 3 logo/branding concepts for DDA of Cascade. She stated that she is looking for initial feedback to shape the final Marketing and Branding Plan.

Ms. Shore came forward and made a comprehensive presentation which consisted of three logos and branding concepts they came up with for the DDA, which she coined "The District." Ms. Shore also presented a breakdown of approximate costs for each of the concepts and what they would entail going forward and a timeline for each. She stated that if the Board members chose a concept at this meeting, the next step would then be to choose specific tactics to use for that concept by the next meeting.

Upon completion of the presentation, there was a brief discussion between the Board members and Ms. Shore regarding the concepts, with a majority expressing positive views of the ideas presented.

Motion was made by Member Puplava and supported by Member Siegle to approve concept number three. Motion carried 7 to 1.

ARTICLE 6. Discuss Bus Funding

Director Korhorn stated that the Township Manager came to the DDA meeting in November 2016 and made a presentation concerning the 3-year pilot program of the line haul bus service on 28th Street through The Rapid. We are now into year two of the service. The Township Finance Committee was interested in the DDA incurring a larger share of the cost of the service for 2018. The initial agreement (for 2017) was that the Township General Fund would cover 75% of the cost of the service and the DDA would cover 25% of the service.

At that meeting, 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. The bus committee has met a few times to begin the conversation.

Director Korhorn went on to state that 25% of the DDA's cost of the funding this year came to approximately \$97,000. Thus far, the bus committee has come up with the following options for the DDA's portion of the bus funding:

1. Stop the service at 28th Street at Walmart, which would scale down the funding, however, no definitive numbers were in for that option just yet; or
2. Use revenue service only (meaning the cost would be only for the time the bus spends in Cascade) with a ceiling of \$258,000. The DDA's cost of that ceiling would be 40%.

As of this moment, there are no definitive ridership numbers.

Extensive discussion proceeded with the Board looking at the DDA's total budget for the 2018 year and the different options for the DDA to fund the service in 2018.

Motion was made by Member Puplava to approve DDA funding for the bus service to be 40% of the total cost, but not to exceed \$105,000. Supported by Member Stephan. Motion carried 8 to 0.

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.

ARTICLE 8. Any other business.

- a. Update on Planning Activities

ARTICLE 9. Adjournment.

Motion was made by Member Beahan to adjourn. Supported by Member Puplava. Motion carried 8 to 0. The meeting was adjourned at 7:30 p.m.

Respectfully submitted,
Diana Kingsland, Secretary