

MEETING MINUTES

Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday, November 17, 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: Jennifer Pupilava, Kim Ridings, Paula Rowland, Matt Smith, David Huhn, Diana Kingsland, Rick Siegle
Members Absent: Rob Beahan, Steve Stephan (excused)
Others Present: DDA/ED Director Sandra Korhorn and others listed on the sign in sheet

ARTICLE 2. Approve the Agenda

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

ARTICLE 3. Approve the Minutes of the August 8, 2015 Meeting

Motion was made by Member Kingsland to approve the minutes of the August 8, 2015 meeting as written. Support by Member Rowland. 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)

Mike Kasmauski from the Centennial Park Business Association gave an update on the status of the business park. With the departure of George Wanty, the business association took a hiatus, but they are back on track. He also thanked the DDA for their support, for the completion of the projects within the park and read a letter from Novo 1 indicating their appreciation for the sidewalks, lights and trees in the business park.

ARTICLE 5. Discuss and Consider Sponsorship for the 2016 Metro Cruise Warmup Event

DDA/ED Director Korhorn presented. The event was held this past August at the D&W/Pal's Diner plaza. The DDA was the title sponsor with their \$5,000 donation for the event. The event was very successful and brings people into the community and business district. Staff is recommending the DDA continue to sponsor the Metro Cruise Warm up event for 2016.

Member Siegle arrived at 5:45.

Discussion followed regarding participation from store fronts in the D&W plaza, parking concerns, space concerns and the possibility of relocating the event to the Thornapple Centre or having the event at a number of locations. Laura McDowell, Carmen Villahermosa de Cox and Kevin Matthews from the Metro Cruise Warm up Committee spoke regarding these questions.

Member Pupilava made a motion to support the Metro Cruise Warm up as a \$5,000 sponsor for 2016. Support by Member Kingsland . Motion carried 7-0.

ARTICLE 6. Discuss and Consider DDA Signage – Drury Hotel

DDA/ED Director Korhorn presented. The DDA has had a vision of gateway signage throughout the district for a few years. The sign is one that we hope to replicate in the district as well as outside the DDA. As part of the vision, staff has been working with the Drury Hotel to construct a gateway sign. The Township budgeted \$80,000 for the sign. Preliminary costs came in at \$110,000.

The Infrastructure Committee met to discuss the sign and made a favorable recommendation to the Township Board to move forward as well as recommended the DDA pick up the “non budgeted” cost of the sign since it is located in the district.

Discussion followed. There was concern about the cost for the sign as well as cost for the additional signs to be placed throughout the district. There was discussion about the location of this sign, location and size of the other signs, the cost that Drury is incurring for their part of the sign and the sign materials.

Member Pupilava made a motion for staff to bring this item back to the DDA Board with more information. Support by Member Smith. Motion carried 7-0.

ARTICLE 7. Discuss and Consider Street Trees – Replacement

DDA/ED Director Korhorn presented. H.A. Irish removed approximately 31 trees from Charlevoix Dr., between 28th St. and Orchard Vista. The DDA Board needs to discuss whether some trees should be replanted in this area. The trees are located in the road right-of-way and can only be replanted after approval from the Kent County Road Commission as well as an understanding of future responsibility.

As part of a larger discussion, DDA/ED Director Korhorn stated the DDA should discuss whether street tree replacement in all areas of the district is something to pursue when we have to remove dead trees or whether there are other options.

Member Rowland made a motion for staff to work with a landscape architect on a replacement plan for this location, not to exceed \$6,000.00. Support by Member Pupilava. Motion carried 7-0.

RTICLE 8. Discuss 2016 Projects

DDA/ED Director Korhorn presented. At the August joint meeting with the Planning Commission, the groups rated a number of potential projects to help determine priorities for future projects. Based on those responses, staff placed the following projects in the budget for 2016:

- a) **28th Street Sidewalk – Hotel Ave. to Drury Hotel**
- b) **Create a plan for the library property**
- c) **Create a plan for the Thornapple Centre redevelopment.**
- d) **Lighting of Tassell Park**

Discussion followed regarding the each of these projects, the DDA budget for 2016 and what each project involves. The Township Board will review and approve the 2016 budget in December. After the budget is approved, the DDA can finalize the project list for 2016.

ARTICLE 9. Discuss Streetlights – Convert to LED

DDA/ED Director Korhorn presented. Staff was approached at a conference inquiring as to whether we have considered retrofitting our streetlights to LED. Staff spoke to our lighting consultants and was informed that the best option would be to replace the fixtures to LED instead of retrofitting, due to the logistics involved. Staff was wondering if the DDA Board was interested in pursuing this.

Discussion followed regarding costs for this type of work. The DDA Board felt it was too costly at this time to look into this.

ARTICLE 10. Consider 2016 Meeting Schedule

DDA/ED Director Korhorn presented the 2016 meeting schedule to the DDA Board members. The schedule reflects a meeting on the 3rd Tuesday of each month.

Member Kingsland made a motion to approve the 2016 meeting schedule. Support by Member Pupilava. Motion carried 7-0.

ARTICLE 11. Any Other Business

DDA/ED Director Korhorn gave an update on the Village road projects and the Museum Garden Park redevelopment project. The road projects are close to completion and the Museum Gardens project still has a few weeks left. The planting may not be completed until spring.

Staff also updated the DDA Board on public transit. The Township Board approved a 3 year pilot program for public transit throughout the district. The service will begin in January, 2016.

ARTICLE 12. Adjournment

**Member Siegle made a motion to adjourn. Support by Member Puplava.
Motion carried 7-0. Meeting Adjourned at 6:45 PM**

Respectfully submitted,

Diana Kingsland, Secretary
Sandra Korhorn, DDA/Economic Development Director