

AGENDA
Cascade Charter Township
Downtown Development Authority Board of Directors
January 21, 2020
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 19, 2019 Meeting
- ARTICLE 4.** Acknowledge visitors and those wishing to speak to non-agenda items *(Comments are limited to five minutes per speaker)*
- ARTICLE 5.** Review the 2020 Budget
- ARTICLE 6.** Discuss 2020 Projects and Events
- ARTICLE 7.** Fundraising Committee
- ARTICLE 8.** Election of Officers
- ARTICLE 9.** Closed Session – To Discuss Potential Acquisition of Commercial Business
- ARTICLE 10.** Any Other Business
a. Contact List for Board Members
b. Update on Planning Activities
- ARTICLE 11.** Adjournment

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday, November 19, 2019
5:30 P.M.
Cascade Library – Wisner Center

ARTICLE 1. Chairman Puplava called the meeting to order at 5:30 P.M.
Members Present: Beahan, DeWitt, Kingsland, Puplava, Stephan, Makkar
Members Absent: Siegle, Growney, McNeil-Chapman
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 DeWitt. Motion carried 5 to 0.

ARTICLE 3. Approve the Minutes of the October 15, 2019 Meeting.

Motion was made by Member Beahan to approve the Minutes as presented. Supported by Member Kingsland. Motion carried 5 to 0.

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

None

ARTICLE 5. Discuss and Consider the Rapids Bus Funding

Township Manager Ben Swayze started by reviewing the current bus service in Cascade Township. The expanded 28th St. Rapid route has been in service for 4 years, after originally committing to a three-year pilot program, funded at 100% by the Township for the full three years. 75% of the cost came from the General fund, 25% from the DDA. Near the end of the pilot program (November of 2018), a group of DDA and Township Board Members gathered to discuss the success or failure of the system, and about the funding. In general, Mr. Swayze states that Members believed the Rapids Bus system to be a success, but did have questions about future funding and where it would come from. Mr. Swayze states that not only was the pilot program a success for Cascade Township residents and business owners, it was also a success for residents of the surrounding core six cities. Mr. Swayze states that this provides potential for The Rapid to participate in the funding of the 28th Street extension in the same manor that they fund other municipal contracts. With a municipal contract, the municipality only pays for the amount of time that a bus spends in its boundaries.

Mr. Swayze stated that he, DDA Director Sandra Korhorn, and Township Supervisor Rob Beahan met with Rapid staff and requested they consider moving to a revenue service model instead of full bus service model (the Rapid inserting a new bus into service, and the Township funding that entire bus route) which is what is in place now.

Member Makkar arrived at this time.

Mr. Swayze stated that it was decided the best option would be to survey riders to find out where they're traveling to and from. The Rapid facilitated this survey. The survey showed that 100% of riders of this route were coming out of the core 6 cities, into Cascade Township to either work or shop. Mr. Swayze stated that this information was taken back to the Rapid staff, who stated that if the Township wanted to keep this route, they must continue to fund it at 100%.

Mr. Swayze discussed other transportation options in the Township, and then read statistics from the Ridership Data report. Some highlighted points are:

- There was an average of 210 rides per weekday (a ride being one way)
- Over 50% of ridership comes between noon and 6pm
- This route is in the top quarter of routes measured by performance
- Ridership of The Rapid is down 10% systemwide from two years ago
- Cascade Meijer (east and west bound) makes up for 35% of all rides

Mr. Swayze then began to discuss the current contract held with ITP. Some highlighted points are:

- This will be the first in four years that there will be an increase in contract cost of 9%
- On average, cost per revenue hour is near \$68
- This will be an October – September contract, and does not need to be a full year

The bus service runs 18 hours on weekdays, 12 hours on Saturdays, and 6 hours on Sunday. The total cost to the Township of a full bus service route is \$378,422.

Members have a sheet with cost breakdown included in their packet. Mr. Swayze states that the Rapid has rejected their proposal of paying for revenue service only, which would represent a savings of around \$100,000.

Mr. Swayze then discusses the DDA revenue and expenditure projection for the next 10 years. Mr. Swayze states that the projected revenue in 2020 has increased by 40% since 2018. The cost of the Rapid bus route has been included in the projected expenditures, with the recommendation from the Committee of splitting the cost 50/50 between the Township General Fund, and the DDA. Other projects include \$610,000 over 10 years for the Centennial Park project which is almost done; an \$800,000 installment purchase (over 20 years) for the Tuffy property; \$2.4 million bonded over 10 years for the Gathering Space project; \$225,000 for capital improvements for 2020; \$900,000 in 2022 (over 20 years) for a purchase of land. Mr. Swayze states that even with these projects included in the expenditure projection, the DDA is looking at a fund balance increase from 1.4 million, to 4.5 million over the next ten years.

Conversation about cost and possible changes to the Rapid bus route followed.

Members are all in favor of continuing the bus service in the Township.

Motion was made by Member Stephan for the DDA to support the bus service as is at a rate of 50% out of DDA funds, but to also continue negotiations with the Rapid to move to a revenue service model. Supported by Member Makkar. Motion carried 6 to 0.

ARTICLE 6. Discuss Gathering Space Plan

Director Korhorn stated that the Township Board reviewed the Gathering Space plan at the Infrastructure Committee level, and they are very interested in it becoming a 2021 project. The Committee did ask that the DDA continue to finalize items included in the plan, and look at funding sources for construction and development. Director Korhorn stated that the part of the plan that includes the skate park and climbing plaza on it has received the most pushback this far, and the Committee is interested in looking at alternatives for this part. One option is relocating this area to a different part of the property, and using it as a dual, year-round space by turning the skate area into an ice rink in the winter months.

Director Korhorn stated the funding will likely be met with fundraising, and contributions from the DDA, Township Board, corporate sponsorships, and Community Foundation. Maintenance costs and liability also need to be factored into the overall cost.

Conversation followed about the potential skate park and how likely and often it will be used, its liability, and its overall impact in the community.

ARTICLE 7. Discuss DDA Streetlights – LED Conversion

Director Korhorn started by stating that three lights on 28th Street have been retrofitted to the LED option. There is a “warm” white bulb in the retrofitted lights, and a “cooler blue” looking bulb in the older lumec lights. Each bulb produces the same light output. Upon inspection, the lights are working as they should, and will be left in place to be tested again in the next 5 or 6 months.

ARTICLE 8. Consider 2020 Meeting Schedule

Director Korhorn stated that she is looking for approval of the tentative meeting schedule for 2020, and then the Township Board will likely approve it at their December meeting. There will be one joint meeting in June.

Motion was made by Member DeWitt to approve the 2020 Meeting Schedule as presented. Supported by Member Kingsland. Motion carried 6 to 0.

ARTICLE 9. Any Other Business

a. Update on Planning Activities

Director Korhorn stated that a new drive-thru/walk in sub shop will opening soon in the old Dunkin Donuts location. The Well Care urgent care facility on 28th Street near Thornhills recently had their ribbon cutting ceremony.

The Electric Cheetah restaurant next door to the urgent care facility will likely be opening in the beginning of the new year.

b. Tree Lighting Ceremony – Museum Gardens (December 1)

Director Korhorn reminded Members of the tree lighting ceremony and related activities this upcoming Sunday.

c. Sunday Afternoon Live Concert Series

Director Korhorn reminded Members of the concert series, and stated that the schedule is on the Township website, and KDL website.

ARTICLE 10. Adjournment

Motion was made by Member Behan to adjourn. Supported by Member Kingsland. Motion carried 6 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: Discuss 2020 Projects & Events

Meeting Date: January 21, 2020

Our 2019 project in Centennial Park is wrapping up. The main project for the DDA in 2020 is the sidewalk extension on Cascade Rd., from 28th St. to CHFA. This extension was part of the pathway millage. This project will include sidewalk and streetlights and will be constructed this summer or fall.

Other projects to discuss include:

1. Community Gathering Space – This item came up often during the master plan meetings. Discussion will follow regarding setting up a fundraising committee.
2. Streetlight Conversion/LED Retrofit – Discussion will continue in the spring regarding this potential project.
3. Bus Stop Improvements – Shelters, benches, trash cans, etc.

These events will be taking place in 2020:

- Sunday Afternoon Live Concert Series – Cascade Library Wisner Center at 2:00 p.m. One Sunday/month, schedule is on the website.
- Family Night at the Library – Thursday night family friendly events
- Cascade Metro Cruise Warmup – 11-year anniversary
- Tree Lighting Ceremony – Sunday, November 29 at the Museum Gardens Park. Santa, Mrs. Claus, games, treats, coloring books/crayons for the kids, The Original Dickens Carolers.

Marketing Tools: We continue to update the Business Guide for visitors as well as residents. The madeincascade.org website is up and running.

DDA MEMORANDUM

To: Cascade Township DDA Board

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

Subject: Fundraising Committee

Meeting Date: January 21, 2020

At a previous meeting, the DDA discussed constructing the Outdoor Gathering Space and funding this improvement. There seemed to be some agreement that a fundraising committee would be a great option for this project.

I invited Justin Swan, CEO of the Cascade Community Foundation, to the meeting to discuss how they can partner with the DDA on the fundraising side. He has experience with this type of work and can answer any questions/concerns the DDA may have.

In addition to Justin and his help, I am asking for 3-4 volunteers from the DDA board to sit on the fundraising committee for this project.

DDA MEMORANDUM

To: Cascade Township DDA Board
From: Sandra Korhorn, DDA/Economic Development Director
Subject: Election of Officers
Meeting Date: January 21, 2020

SKK

It is time to elect officers for the DDA for 2020. The past officers were as follows:

Chairman – Jennifer Pupilava
Vice Chair – Steve Stephan
Secretary - Diana Kingsland

We will need to elect all three positions.