

**AGENDA**  
Cascade Charter Township  
Downtown Development Authority Board of Directors  
January 21, 2025  
5:30 p.m.  
Cascade Library Wisner Center  
2870 Jacksmith Ave. SE

Public may access the meeting via video conference software Zoom  
<https://us02web.zoom.us/j/88196996148>

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|----------------|------------|--|
| <b>ARTICLE</b> | <b>1.</b>  | Call the Meeting to Order <ul style="list-style-type: none"><li>• Record the Attendance</li></ul>  |
| <b>ARTICLE</b> | <b>2.</b>  | Approval of the Agenda   |
| <b>ARTICLE</b> | <b>3.</b>  | Approval of the November 19, 2024 Meeting Minutes  |
| <b>ARTICLE</b> | <b>4.</b>  | Acknowledge visitors wishing to speak regarding any agenda or non-agenda items ( <i>Comments are limited to five minutes per speaker</i> ) |
| <b>ARTICLE</b> | <b>5.</b>  | Election of Officers   |
| <b>ARTICLE</b> | <b>6.</b>  | Onboarding   |
| <b>ARTICLE</b> | <b>7.</b>  | Village Development Planning   |
| <b>ARTICLE</b> | <b>8.</b>  | DDA Branding and Communication   |
| <b>ARTICLE</b> | <b>9.</b>  | Yearly Calendar  |
| <b>ARTICLE</b> | <b>10.</b> | Staff Updates  |
| <b>ARTICLE</b> | <b>11.</b> | Any Other Business   |
| <b>ARTICLE</b> | <b>12.</b> | Adjournment  |

## **Minutes**

Cascade Charter Township  
Downtown Development Authority Board of Directors  
November 19, 2024  
5:30 p.m.  
2870 Jacksmith Ave. SE

- ARTICLE 1.** Chair Kleyla called the meeting to order at 5:30 P.M.  
Members Present: Vogel, Carlson, Preston, Kleyla, Lesperance, Bingham, Stephan  
Members Absent: Makkar  
Others Present: Township Manager Jade Smith, Executive Assistant Jessica Stine, and those listed on the sign-in sheet.
- ARTICLE 2. Approval of the Agenda**  
**Motion was made by Member Vogel to approve the current agenda. Supported by Member Stephan. Motion carried 7 to 0.**
- ARTICLE 3. Approval of the Minutes of the September 17, 2024 Meeting**  
**Motion was made by Supervisor Lesperance to approve the minutes of the September 17, 2024 meeting as written. Supported by Member Carlson. Motion carried 7 to 0.**
- ARTICLE 4. Acknowledge visitors wishing to speak**  
There wasn't anyone who wished to speak at that time.
- ARTICLE 5. 28<sup>th</sup> St/96 Island Improvements**  
Manager Smith researched the island improvements on 28<sup>th</sup> St and 96 and determined that the DDA was responsible for maintaining them. This was documented in the bid specs, stating that the DDA was fiscally responsible. He was unable to locate the official agreement.  
  
He worked with Harder & Warner to come up with three ideas to improve the median islands. Members suggested upgrading or updating the 'Cascade Township' sign to compliment the islands. They were not interested in an installation that required watering, much weeding, or Township employees to regularly work in the middle of the road. Member Vogel suggested engaging both sides of the expressway so people would know they were 'coming to Cascade'. Member Stephan wondered if the Kent County Road Commission would allow a sign to hang from the overpass. Manager Smith said he would go back to Harder & Warner and the Kent County Road Commission to see what they could come up with and what would be allowed.
- ARTICLE 6. Staff Updates**

- **OHM Presentation**-Residents loved the OHM presentation. Members already saw business owners taking the new ideas to heart and updating their plans. They thought the proposed Tassell Park update was amazing.
- **New Parks & Facilities Director and Parks & Facilities Coordinator**- Manager Smith explained that the Township had hired a new Parks and Facilities Director, Dan Zwick, and a new Parks and Facilities Coordinator, Sydney Aubert. They have already begun planning two Christmas events.
  - Christmas at the Stonehouse on December 14<sup>th</sup>, 2024
  - Christmas Tree Lighting at Virgil Westdale Nishimura Memorial Park on December 1<sup>st</sup>, 2024.
- **Village Lighting**-The holiday lighting in the village was extended further into Tassell Park and down Cascade Rd to the Stonehouse.
- **Pedestrian Bridge**-The first side of the Pedestrian Bridge should be complete before winter. Member Kleyla asked if the angle for the light post banners mattered so they could be read from the road and requested the project engineers verified it would be possible.
- **Former Tuffy Muffler Property**-DTE disconnected power to the former Tuffy Muffler property on November 17, 2024. The Township Board is set to approve a contractor for demolition at their November 20, 2024 meeting.

**ARTICLE 7. Any Other Business**

Manager Smith stated that he would work with the Building Department to come up with a list of new businesses for future meetings. Newly opened businesses included Orange Fitness and Mad Chicken. There was a new vacancy in the plaza behind Starbucks.

The Township had not received negative feedback on the hotel ordinance and 90% of hotels were in compliance.

A visitor came in partway through the meeting and was acknowledged near the end of the meeting. They were very excited about the Cascade Reimagined project and that the DDA has ideas to move forward.

**ARTICLE 8. Adjournment**

**Motion was made by Member Vogel to adjourn the meeting. Supported by Member Carlson. Motion carried 7 to 0. The meeting adjourned at 6:26 P.M.**

Respectfully submitted,

Scott Vogel, Secretary

# Cascade Township DDA Topics

2025 Draft

TOPIC	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Annual Report		Present										
Election of Officers	Vote											
Median Plantings		Discuss		Execute								
Goals/Projects	Discuss					Evaluate						Evaluate
Flower Pots		Discuss	Potential RFP	Vote		Evaluate Summer			Evaluate Fall			Evaluate Winter
Informational Meeting				Present						Present		
Holiday Decorations									Discuss	Vote	Execute	Execute
Budget									Discuss	Discuss	Vote	
Christmas Tree Lighting								Discuss	Discuss		Execute	Evaluate
Heritage Festival			Discuss			Discuss	Discuss		Execute			
Concrete Replacement			Discuss Vote									
Metro Cruise Warmup				Discuss	Discuss	Discuss		Execute	Evaluate			



# TOWNSHIP STAFF UPDATE

DDA Meeting

January 21, 2025

## CASCADE VILLAGE REIMAGINED

- OHM will have a draft Village Plan complete by the end of January; the draft plan will be on the February DDA agenda.
- Timeline: January through March hold an engagement event. Start collecting more solid engineering plans and surveys in the spring, once it warms up.
- McKenna will complete their first iteration of the building types in mid-January.
- OHM is currently working on the scale and massing of buildings, as well as Urban Form, while McKenna is working on the architectural detail.
- Township Staff are in discussions regarding bonding to fund portions of the village project.

## SITE IMPROVEMENT GRANT

- We had an application for a grant that consisted of façade, signs and other site improvements.
- 6735 Cascade Rd
- Met with the owners and discussed the new vision of the village. They were very receptive and will be looking at additional site improvements and additions in the future. They will engage the Township sooner when they are ready.
- McKenna and staff reviewed renderings and advised on changes to align with vision.
- Applicant does not want to make changes to their plans.
- Will continue to discuss other site improvements that they may qualify for.

## METRO CRUISE

- 20<sup>th</sup> anniversary of the event
- August 21-23
- Staff will be meeting with Metro Cruise owners to discuss Township/DDA involvement.

## DDA MANAGER HIRING

- Manager position has been posted, and a few applications have been received.
- Twp Manager and HR Director will review applicants and schedule interviews with qualified applicants.

## TUFFY MUFFLER PROPERTY

- Demolition began 1/15 is almost complete.
- The Township will be incorporating this property into Tassel Park.
- Once the building is down a complete engineering survey will be conducted to assist OHM in the final plans

## ANNUAL REPORT

- Staff are working on the 2024 DDA Annual Report and will have it available at the February meeting.

## PEDESTRIAN BRIDGE

- Phase two is set to take place from March to May of 2025.
- There will be a possibility of a ribbon cutting to open the new pedestrian pathways

## EVENTS

- Financial Tips for Business Owners: February 25, 7:30am-9:00am at Wisner Center
- Metro Cruise August 21-23, 2025
- Heritage Festival – Fall
- Tree Lighting – will be having discussion with historical society to reinvent
- Held Santa at the Stonehouse in December – well attended, will make changes and coordinate with tree lighting event in 2025.

# Financial Tips for Businesses Owners

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How to manage your business finances to foster growth and stability.

Running a business is an exhilarating venture, offering the opportunity to turn passions into profit. However, the backbone of any successful business lies in effective financial management. Join local industry experts to learn more about business management, options for funding your business and how to avoid fraud.

## Experts include

**Sandy Bloem**, Business Service Sales Manager at Consumers Credit Union

**Tom Cronkright**, Chief Executive Officer at CertifID

**Robert Cribbs**, Business Mentor at SCORE

**Moderated by Lynne Jarman-Johnson**, Chief Marketing Officer at Consumers Credit Union

**February 25 | 7:30 a.m. to 9:00 a.m.**

**A light breakfast will be provided**

**The Wisner Center at the Cascade Library**  
2870 Jacksmith Ave. SE, Grand Rapids, MI 49546



**This Event is FREE but  
Registration Is Required**

Spaces are limited. Please scan code  
to register by **February 21.**

Sponsored by:

