

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday May 16, 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: Huhn, Beahan, Kingsland, Puplava, Ridings, Rowland, Stephan
Members Absent: 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 Stephan. Motion carried 7 to 0.

ARTICLE 3. Approve the Minutes of the March 21, 2017 Meeting.

Motion was made by Member Rowland to approve the Minutes as presented. Supported by Member Beahan. Motion carried 7 to 0.

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

No one came forward.

ARTICLE 5. Discuss and Consider Branding/Marketing RFP

Director Korhorn stated that discussion began last fall with regard to future project for the DDA District. Completing a marketing plan had been discussed, as the DDA is now sponsoring events and it was thought that a logo specifically for the DDA for marketing/advertising purposes would be useful, as well as a branding/marketing initiative for the downtown district. She put together an RFP to start the process. It would help the DDA develop a branding/marketing plan with the goal of creating a coordinated image and associated campaign for Cascade DDA. The goal of the plan is to highlight the features of our community with the result of attracting citizens, businesses and other entities to the different areas of our Township and to enhance Cascade's overall quality of life.

The brand will be suitable for multiple applications, including, but not limited to: economic development marketing, professional recruitment and retention and tourism marketing.

This project was budgeted in the 2017 DDA budget. Director Korhorn passed out a draft RFP to be sent out in the next couple of weeks with proposals due back in mid-June.

Discussion followed centered mostly around the amount of money designated to spend for the rebranding/marketing. Is it enough? Too much? Should the amount be stated up front in the RFP?

Motion was made by Member Puplava move forward with the marketing RFP. Supported by Member Kingsland. Motion carried 7-0.

ARTICLE 6. Discuss Tree Cutting/Replacement in the District

Director Korhorn stated that there are some trees located in the district that are dead or in bad shape. She would like the DDA to approve removing these trees and asked them to decide what, if anything, should replace these trees.

A general discussion followed specifically concerning what would replace the trees which would be removed. Should they be replaced with new trees, and, if so, what size? There was discussion about putting in some type of potted plants (which may be difficult cost wise to maintain) or, thinking outside the box, with some ornamental sculptures.

Motion was made by Member Rowland to approve the removal of bad trees and wait to see which trees need to come down before deciding what to put in their place. Supported by Member Puplava. Motion carried 7-0.

ARTICLE 7. Discuss Future Projects

Director Korhorn stated that the Community Gathering Space Plan did not pass at the April board meeting.

Looking at the project list from the joint meeting in 2015 of potential DDA projects, the Gateway entry signs are high on the priority list. While not specifically listed, a couple of sidewalk/streetscape projects should be considered:

1. Centennial Park – Orchard Vista loop;
2. Patterson Avenue – 28th St. north to Patterson Ice Arena; and
3. Cascade Road – 28th Street to Cascade Villas (this project would be best completed with the Township Board to finish this walk from Cascade Villas to Burton Street).

Discussion followed concerning reasons why the Community Gathering Place Plan did not pass and if, in the future, it might come up again.

Discussion also included which of the three options above made the most sense to pursue at this time. There seemed to be more issues with the Cascade Road option than the others. The Board seemed to agree that the Orchard Vista loop would definitely get the most use.

Motion was made by Member Puplava to obtain pricing for the Patterson and Orchard Vista loop and to table for now the Cascade Road sidewalk. Supported by Member Beahan. Motion carried 7 to 0.

ARTICLE 8. Any other business.

- a. Update on Planning Activities.
- b. DDA Business/Property Owner meeting – Interchange Area

ARTICLE 10. Adjournment.

**Motion was made by Member Beahan to adjourn. Supported by Member Kingsland.
Motion carried 7 to 0. The meeting was adjourned at 6:40 p.m.**

Respectfully submitted,
Diana Kingsland, Secretary