

Minutes

Cascade Charter Township
Downtown Development Authority Board of Directors
May 21, 2024
5:30 p.m.
2870 Jacksmith Ave. SE

ARTICLE 1. Chair Kleyla called the meeting to order at 5:32 P.M.
Members Present: Vogel, Carlson, Preston, Kleyla, Bingham, Makkar
Members Absent: Stephan, Lesperance, Growney
Others Present: Township Manager Jade Smith, Planning and Community, Mgt
Office Admin 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 Makkar. Motion carried 6 to 0.**

ARTICLE 3. Approval of the Minutes of the April 16, 2024 Meeting

Motion was made by Member Bingham to approve the minutes of the April 16, 2024 meeting as written. Supported by Member Makkar. Motion carried 6 to 0.

ARTICLE 4. Acknowledge visitors wishing to speak

There wasn't anyone who wished to speak at that time.

ARTICLE 5. Financial Report

Manager Smith introduced the financial report he will be providing to the DDA detailing their account and fund balance. He said it is currently accurate except for the charge for the DDA website that is no longer supposed to be active. He said he will investigate that further.

ARTICLE 6. Hotel Ordinance

Manager Smith updated the members on the action taken by the Township Board regarding Cascade's 14 hotels and unwanted activity that occurs at some of them. The Township Board passed an ordinance to require the licensing of hotels, requiring that they meet standards. Hotels will be required to obtain a hotel license by October 2024 and annually renew the license. They will be required to follow both fire and building codes to obtain their license both at the beginning and in subsequent years.

ARTICLE 7. Bylaw Discussion

Manager Smith shared an early draft of the new DDA bylaws. He requested members send him comments so they can be discussed at the next meeting. He is also working on new onboarding packets for future members.

ARTICLE 8. Topic Timeline

Members examined the topic timeline, updated with their ideas from the previous meeting. Manager Smith explained that it would be a living document that could change every year to fit the committee's needs. Members requested crime updates be added to quarters two and four. Manager Smith has asked Deputy Dieppa to attend the June or July meeting to discuss crime in the district.

Members suggested the creation of a scorecard of projects that show their statuses at each meeting. This could also include information about the DDA's occupancy rate and the number of new businesses that have opened.

ARTICLE 9. Village Stakeholders Meeting Recap- Michelle Kleyla

Chair Kleyla talked about the community stakeholders meeting held by Cascade and OHM to discuss high level elements OHM will include in their village proposal. OHM will come up with three proposals to present to the Township. Mixed use was encouraged but parking was a key sticking point. They discussed relocation of businesses to more appropriate locations in the Township if they were incentivized to do so. Member Rishi has volunteered his business as a concept design for positive change and is working with OHM and the Township on façade improvements.

ARTICLE 10. Stone House Update & Financing

Manager Smith informed the members that the Township closed on purchase of the Stonehouse the week before and will take possession the week of June 30, 2024. He believes it could qualify as a historical building and OHM stated that it was a key property for the village. The Township has not decided what they are going to do with it yet. The property was purchased out of the Township's general fund but has asked the DDA to fund the purchase, due to the DDA's high fund balance. It has beautiful landscaping and is connected to water and sewer. Member Vogel pointed out that it wasn't in the DDA boundaries. This meant that the DDA could not fund the purchase of the property. The DDA board discussed considering it an entry point to the village, like they did with the pedestrian portion of a bridge in the previous year, and using DDA funding to 'activate' or 'reimagine' the property. It is connected to the bike path. Members suggested it could be used for walkways, events, festivals, parking, or other ideas that OHM may come up with.

ARTICLE 11. Staff Updates

- **New Format**-Manager Smith provided the DDA with a new type of staff update that he will be providing for each meeting. This led Member Bingham to request staff investigate burying electrical lines at the Cascade Rd Bridge. OHM is looking into how the bridge will be lit so that it will be cohesive with the surrounding area.
- **Friendship Park Dedication**-Saturday June 28, 2024 at 11:00am
- **Parade Registration**-Beginning this year, parade entries for the Independence Day parade will be required in advance. The form requests simple contact and float information. This will increase the safety of the event.
- **Metro Cruise**-The owner of the Metro Cruise came to the board for an event permit for August 22, 2024. The Planning Department and Manager Smith have engaged with the owner and there will be a 'pit stop' at Thornapple Plaza this year as well as a possible stop at Friendship Park. The DDA will soon discuss branding to better represent the DDA at these types of events.

ARTICLE 12. Any Other Business

Fox Motor Sports is looking to add a new Kia lot. Some concerns of the Township Board and DDA included: the number/size of car lots already in Cascade, the access road behind the lot, and that the property currently contains twenty small businesses (across two parcels owned by the same person) that would need to find new property to lease. Some benefits of the development included: the removal of three visually unappealing office buildings and what incentive the property could provide to the township for being allowed to expand.

A new gym, Champs, will be opening in the building previously occupied by Bed, Bath and Beyond.

Member Preston suggested the Township look into what day garbage is collected in the future village because he often sees that garbage is collected on Monday in areas of Cascade and the shop owners put their trash out Friday and leave town for the weekend. This leads to trash sitting on the curb all weekend which is unappealing and can draw animals.

The next meeting will be June 18, 2024.

ARTICLE 13. Adjournment

Motion was made by Member Carlson to adjourn the meeting. Supported by Member Vogel. Motion carried 6 to 0. The meeting adjourned at 6:58 P.M.

Respectfully submitted,

Rene Growney, Secretary