Minutes
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday, March 15, 2022
5:30 P.M.
2870 Jacksmith Ave SE

ARTICLE 1. Chairwoman Puplava called the meeting to order at 5:30 P.M.
Members Present: Vogel, Kleyla, Puplava, Growney, Lesperance, Stephan
Members Absent: Makkar, Siegle, Reynolds
Others Present: DDA Director Korhorn and others on the sign-in sheet

ARTICLE 2. Approve the current Agenda

Motion was made by Member Stephan to approve the current Agenda. Supported by Member Vogel. Motion carried 6 to 0.

ARTICLE 3. Approve the minutes from the February 15, 2022 meeting

Motion was made by Supervisor Lesperance to approve the minutes from the February 16, 2022 meeting. Supported by Member Vogel. Motion carried 6 to 0.

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

There were not any visitors who wished to speak on non-agenda items.

ARTICLE 5. Discuss and Consider The Rapid Bus Contract

Director Korhorn presented that the current Rapid Bus contract expires on May 9th, 2022, and the committee needed to decide, at that meeting, if they were going to sign the contract. In June 2021, the DDA approved an extension of the contract from October until May 9th, 2022. This was so that the Rapid could monitor and evaluate the revenue/hour service relationship. They did determine that the revenue/hour is a model that fits well for their relationship with Cascade so any future contracts will use that model. The next term is May 10th through August 28th, 2022. The bus committee requested a longer contract but The Rapid said they wouldn't be able to accurately calculate the hourly operational costs for the next fiscal year and would be able to bring a contract back after they were able to do that. The DDA would have to decide on the next contract by June 17th to renew for the next fiscal year which would go from August 29th, 2022 until August 29th, 2023.

Supervisor Lesperance asked questions about the revenue/hour service model and cost to the township to continue bus services. Visitor Wendy Strom asked how much the township was charged monthly for The Rapid Bus services. It was stated that the township pays approximately $66,000 per four months (so about $16,500 a month) for The Rapid bussing. Member Vogel pointed out that the bus ridership survey the DDA sent to business owners showed some businesses would be adversely affected if they

were to stop funding bussing and a few even said it was essential for their business, due to either their employees or customers relying on it. He also suggested the recent rise in gas prices may increase ridership, a sentiment echoed by Max Dillivan of The Rapid. Chair Puplava brought up a comment from the business owner bus survey that mentioned the change in scheduled bus hours had impacted them negatively. Most businesses said it had not affected them, so it did not appear to be a pervasive problem, just something to consider when filling out the eventual full year contract.

Supervisor Lesperance said that she did not believe the cost of the service is worth the return the DDA gets from it. She said she knows the township needs a method of public transportation but said she didn't think this was the correct one. She suggested checking into Uber vouchers because she believes big box stores are the businesses that benefit the most under the current Rapid services and the DDA was created to help the smaller businesses that were closing due to big box stores. She said that, when she was elected, a county official told her that a previous CEO didn't give Cascade a fair deal when they started using The Rapid. Member Vogel pointed out that, of the top 10 contributors to DDA funds, 40% are hotels and 30% are retail. From informal conversations, he has heard that the bus line benefits hotels and this survey shows it benefits retail.

Member Vogel and Chair Puplava recommended they sign this short-term contract for now and then look at other options for the future but, in the absence of any immediate alternatives, not signing this contract would adversely affect businesses in Cascade.

Member Kleyla suggested investigating Public-Private partnerships from a financial standpoint, for future contracts, but also considering what providing public transit does for the image of Cascade. Member Vogel said that they need to look into how public transportation fits into their strategic plan and its function in bringing people into the community either for business or recreation. Member Stephan brought up a comment on the survey that said, they don't have any employees that use the bus but there are workers that use the bus in the places their employees go to eat lunch. Member Vogel spoke about the labor shortage, how it's a problem that isn't going away, and that the DDA will need to consider that in the short and long term.

Chair Puplava asked Director Korhorn to send out a doodle poll to set up a bus committee April meeting as well as an email requesting different public transit alternatives for the DDA to look into.

Visitor Strom encouraged the DDA to look into how the bus service can be enhanced to assist the underserved generation of residents that can no longer drive or get to doctor's appointments without assistance. She said that, from the outside, it looks good for the community to have public transportation but they should consider how that impacts how residents see the broader community and themselves.

Supervisor Lesperance suggested use of Hope Network to get to and from appointments and Chair Puplava suggested use of the Rapid Go Bus that comes with Rapid Bus service (which is a door-to-door service). Visitor Strom said none of the services her friend had

tried have worked for her and something more like Uber in a community setting may be a better fit.

Member Growney suggested the DDA come up with some ideas and give the employers the power to test a voucher or another type of public transportation. Member Vogel said that a hybrid version of the two may also be a better option or different hours of activity.

Motion was made by Member Vogel to enter into the provided contract with The Rapid for May 10th through August 28th, 2022. Supported by Member Kleyla. Motion carried 5 to 1. Chair Puplava will sign the contract between The Rapid and the DDA.

Member Vogel left the meeting at 6:08pm

ARTICLE 6. Discuss the Landscape Planting and Maintenance Bids

Director Korhorn explained that the committee recommended to have the RFP sent out again, asking for additional bids. The two companies that sent in bids will still be considered but the committee would like to have at least three options to choose from. The new proposals will be due April 7th, 2022 so that the DDA will have time to review them and choose one to take to the DDA Board for approval at their April 19th, 2022 meeting. Director Korhorn requested the members send her suggestions of any landscapers they knew of to widen the reach of options.

Motion was made by Chair Puplava to send the Landscape RFP out to additional companies. Supported by Member Growney. Motion carried 5-0.

ARTICLE 7. Status of Strategic Plan Process

Director Korhorn will send DDA members invites for each of the focus groups. Chair Puplava encouraged members to most highly consider attending the 3/24 and 4/21 meetings are they are most pertinent to the DDA portion of the strategic plan.

The focus group dates are:

Downtown and Village 3/24
Parks and Trails 3/29
Growth Management and Preservation 4/14
Road Safety and Streetscapes 4/21

ARTICLE 8. Any Other Business

a. Informational Meeting: The committee decided to hold the first of their two-yearly informational meetings on April 19th, following the meeting.
b. Next Meeting: April 19, 2022

ARTICLE 9. Adjournment

Motion to adjourn was made by Member Growney. Supported by Member Stephan. Motion carried 5 to 0. The meeting was adjourned at 6:16 P.M.

Respectfully submitted,

Rene Growney, Secretary