

Minutes
Cascade Charter Township
Downtown Development Authority
Tuesday, July 18, 2023
5:30 P.M.
2870 Jacksmith Ave SE

ARTICLE 1. Chair Puplava called the meeting to order at 5:30 P.M.
Members Present: Kleyla, Preston, Stephan, Puplava, Growney, Lesperance, Siegle
Members Absent: Vogel and Makkar
Others Present: Planning Director Brian Hilbrands, Interim Manager Ted Andrzejewski,
and those listed 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 Kleyla. Motion carried 6 to 0.

Member Siegle arrived at 5:33 P.M.

ARTICLE 3. Approve the Minutes of the June 20, 2023 Meeting

Motion was made by Member Growney to approve the June 20, 2023 meeting minutes as written. Supported by Supervisor Lesperance. Motion carried 7 to 0.

ARTICLE 4. Acknowledge visitors and those wishing to speak

There was no one that wished to speak.

ARTICLE 5. Introduction of Interim Township Manager Ted Andrzejewski

Interim Manager Andrzejewski attended the meeting to observe and gain a better understanding of the happenings in the DDA.

ARTICLE 6. Discuss and consider McKenna proposal regarding LyftPass Implementation

The Rapid was notified of the decision made at a previous meeting that their proposed contract was not accepted. They did not negotiate other options set forth and The Rapid declined alternatives.

Danielle Bouchard with McKenna explained their scope of work regarding the LyftPass program. There are a few unknowns logistically such as a start date timeline and a geofence boundary. Lyft is currently running a pilot program that allows its services to be customized in any way desired. Figuring out how to utilize the \$218,000 in the transportation budget is essential prior to the initiation of the program. Advertisements for new transportation services will need to be discussed as well.

Bouchard anticipates that for the LyftPass, McKenna will need to attend more meetings and provide additional memos to improve communication with the board.

McKenna's work is estimated to cost \$10,500. This includes the implementation, launching, and background work involved in creating the LyftPass program.

Chair Pupilava confirmed there is ample space in the budget to finance the program.

Motion was made by Member Stephan to accept McKenna's proposal for the scope of work regarding the LyftPass program. Supported by Member Siegle. Motion carried 7 to 0.

Supervisor Lesperance recommended also utilizing the "Ride to Work" program through Hope Network since the township already uses its services. This program is designed for individuals with disabilities and seniors, but it can be customized to accommodate other citizens for an extra fee.

ARTICLE 7. Project Updates:

- **Thornapple Plaza Redevelopment** – Bouchard explained they previously presented a draft idea of what the area may look like. The timeline for this project is to be determined. There are property owners in that area looking to improve the existing buildings and are wanting to collaborate with Cascade Township. McKenna will be creating a refined vision of what this partnership may look like.
- **Cascade Road Pedestrian Bridge** – The project has generated a lot of excitement among the residents. There still needs to be a decision on how wide the bridge will be on both sides, as the Pathways Committee expressed concern regarding that. There are still design details that need to be decided upon.
- **Tassell and Westdale Memorial Parks** – Buildings and Grounds staff have been updating both parks. Staff is looking into adding more vents to the restrooms at Tassell Park.
- **Pathway Committee** – Updates on Buttrick Ave will be implemented. There will also be Burton St bridge updates.
- **Master Plan amendments** – Some of the Master Plan amendments are to include projects listed above.

ARTICLE 8. Brief Updates

- **DDA/Economic Development Director** – There is a Township Manager starting on September 11 and he will act as the Economic Development Director unless he feels a full-time employee would be needed.
- **Strategic Plan Implementation Update** – There is a meeting on July 21.
- **Joint Meeting Update** – The joint meeting is to be determined.
- **Update Regarding Scheduling of Information Meeting** – This will be scheduled for next month's meeting.

ARTICLE 9. Any Other Business

- **DDA Sidewalks** – Interim Manager Andrzejewski questioned whether the responsibility of sidewalks in front of businesses lies with the owner or the

township. Chair Pupilava clarified that the township pays for part of the Buildings and Ground salaries to handle projects within the DDA. The DDA has handled larger projects such as the sidewalk at Centennial Park.

Upcoming Meetings

a. Strategic Plan Implementation Meeting – July 21

b. Next Meeting – August 15

- **Recent Meeting Minutes**

a. Township Board

- **Budget to Date**

ARTICLE 10. Adjournment

Motion was made by Supervisor Lesperance to adjourn the meeting. Supported by Member Siegle. Motion carried 7 to 0. The meeting adjourned at 7:07 P.M.

Respectfully submitted,

Rene Growney, Secretary