

**AGENDA**  
Cascade Charter Township  
Downtown Development Authority Board of Directors  
January 15, 2019  
5:30 p.m.  
Cascade Library Wisner Center  
2870 Jacksmith Ave. SE

- ARTICLE 1.** Call the Meeting to Order  
Record the Attendance
- ARTICLE 2.** Approval of the Agenda
- ARTICLE 3.** Approval of the Minutes of November 13, 2018 Meeting
- ARTICLE 4.** Acknowledge visitors and those wishing to speak to non-agenda items *(Comments are limited to five minutes per speaker)*
- ARTICLE 5.** Review the 2019 Budget
- ARTICLE 6.** Discuss 2019 and Future DDA Projects
- ARTICLE 7.** Discuss Holiday Decorations for the Cascade District
- ARTICLE 8.** Discuss Cascade District events/Marketing tools
- ARTICLE 9.** Election of Officers
- ARTICLE 10.** Any Other Business
- a. Contact List for Board Members
  - b. Master Plan Community Outreach Summary
  - c. Update on Planning Activities
- ARTICLE 11.** Adjournment

MINUTES  
Cascade Charter Township  
Downtown Development Authority Board of Directors  
Tuesday, November 13, 2018  
5:30 P.M.  
Cascade Library – Wisner Center

**ARTICLE 1.** Chairman Puplava called the meeting to order at 5:30 P.M.  
Members Present: Beahan, DeWitt, Kingsland, Makkar, McNeil-Chapman, Puplava, Ridings, Stephan  
Members Absent: Siegle  
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 Ridings to approve the Agenda. Supported by Member Beahan. Motion carried 8 to 0.**

**ARTICLE 3. Approve the Minutes of the August 28, 2018 Meeting.**

**Motion was made by Member Beahan to approve the Minutes as presented. Supported by Member Stephan. Motion carried 8 to 0.**

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

A representative from the Centennial Park Owners Association wanted to say Thank You for all the work being done at the park and by doing so has helped secure some new businesses renting office space in the area.

**ARTICLE 5. Discuss 2019 and Future DDA Projects**

Director Korhorn stated that there is focus on the Centennial Park sidewalk loop and road improvements for 2019. There will be one 2018 rollover project that is sealing the stamped concrete in the village.

There is \$128,000 in the 2019 budget for the Rapid with the township providing the remaining cost with final numbers being determined after the Board meeting tomorrow. The Rapid did a survey and found that most of the riders were from outside the township.

There is \$7,000 in the budget for the 2019 Metro Cruise warmup. It is the 10<sup>th</sup> Anniversary so maybe a little more can be done for the event.

There is \$15,000 budgeted for a bucket truck to be purchased for décor and light pole maintenance.

There is \$20,000 budgeted for marketing materials, staying current on events.

Potential projects could possibly be a community gathering space along with an amphitheater.

With the Pathway millage passing in November there will be a sidewalk put in on Cascade Rd. The DDA would be responsible for the pathway starting at 28<sup>th</sup> and going to the Cascade Hospital for Animals and the Township Millage would do the remainder of the sidewalk to Burton St.

More discussion is needed on a possible “back door” path from Tassell Park to the Library. In the Master Plan Survey this idea has come up quite a lot.

Purchase of riverfront property is also included in the CIP.

Director Korhorn stated that these are some projects to discuss in future months with no vote needed today.

**ARTICLE 6. Discuss Holiday Decorations for the Cascade District**

Director Korhorn stated that this year we purchased some snowflakes, a Christmas tree and some string lights. There are now 79 snowflakes to hang, 72 string lights and two trees.

With Bronners big sale coming up do we want to get anything more? After discussion it was decided to see how everything looks after it is all hung and decide from there.

**ARTICLE 7. Discuss Cascade District Events/Marketing Tools**

Director Korhorn stated the tree lighting ceremony will be Sunday, November 25<sup>th</sup> at 5 p.m. at the museum garden park with Santa and Mrs. Claus, coloring books for the kids, and carolers.

The other event that we help out with is the Sunday afternoon live concert series that run from October through April.

2019 plans include family nights at the library with a few concerts added in, and the Cascade Metro Cruise warmup in August.

Potential 2019 events include the Taste of Cascade with local restaurants. We are considering some July 3 ideas with food trucks, concerts or beer tents. Our residents are very in favor for this type of events.

We have the 2<sup>nd</sup> edition of the business guide ready for pickup. This is a great marketing tool for residents to use. Our madeincascade.org website is up and running too for events and news.

Director Korhorn suggested the possibility of purchasing reusable grocery totes with the “Made in Cascade” logo that we can give to residents filled with coupons from local businesses.

**ARTICLE 8. Consider 2019 Meeting Schedule**

Director Korhorn stated as usual our meetings are held the third Tuesday of each month. For 2019 we have scheduled two joint meetings with all the boards and commissions to get together to discuss the master plan. The May 21 meeting will be at 5:30 p.m. and the October 21<sup>st</sup> meeting will be at 7:00 p.m.

**Motion was made by Member Pupilava to approve the joint meeting schedule. Supported by Member Kingsland. Motion carried 8 to 0.**

**ARTICLE 9. Any Other Business**

- a. Update on Planning Activities. Slim Chicken has been approved. Cascade Art Gallery is still for sale.
- b. Member Beahan thanked Member Ridings for her service. Her appointment is up at the end of 2018.

**ARTICLE 10. Adjournment.**

**Motion was made by Member Kingsland to adjourn. Supported by Member DeWitt. Motion carried 8 to 0. The meeting was adjourned at 6:10 p.m.**

Respectfully submitted,  
Diana Kingsland, Secretary

**BUDGET REPORT CASCADE CHARTER TOWNSHIP  
DOWNTOWN DEVELOPMENT AUTHORITY**

ACCOUNT	DESCRIPTION	2018 BUDGET	2019 BUDGET	CHANGE
<b>REVENUE</b>				
248-000-401-401	TAXES - CASCADE TOWNSHIP	210,630	241,884	31,254
248-000-401-402	TAXES - GRCC	110,000	130,000	20,000
248-000-401-403	TAXES - KENT COUNTY	375,000	465,000	90,000
248-000-401-406	TAXES - KDL	76,500	88,953	12,453
248-000-665-000	INTEREST REVENUE	4,000	20,000	16,000
248-000-675-300	CONTRIBUTIONS - METRO CRUISE	6,000	5,000	(1,000)
<b>TOTAL REVENUE</b>		<b>782,130</b>	<b>950,837</b>	<b>168,707</b>
<b>EXPENDITURES</b>				
248-170-723-000	DDA - MEMBERSHIP AND DUES	900	915	15
248-170-724-000	DDA - EDUCATION	2,000	2,000	-
248-170-787-000	MISCELLANEOUS	5,000	5,000	-
248-170-821-000	ENGINEERING	15,000	15,000	-
248-170-826-265	LEGAL	2,500	2,000	(500)
248-170-860-000	DDA - MILEAGE	400	400	-
248-170-861-100	BUS SERVICE 28TH ST	104,000	127,894	23,894
248-170-921-000	ELECTRICITY	25,000	25,000	-
248-170-922-000	STREETLIGHTS	5,000	5,000	-
248-170-924-100	CELL PHONES	900	850	(50)
248-170-927-000	WATER-SEWER	5,500	6,500	1,000
248-170-931-000	MAINT & REPAIR/IMPROVEMENTS	72,800	77,800	5,000
248-170-931-300	DDA REPAIR & MAINT- METRO CRUISE WU	10,000	12,000	2,000
248-170-950-000	DDA PROPERTY TAX REFUNDS	10,000	10,000	-
248-170-967-000	SPECIAL PROJECTS	60,000	50,000	(10,000)
248-170-981-000	OFFICE EQUIPMENT	500	2,000	1,500
248-965-999-101	TRANSFER TO GENERAL FUND	98,077	98,077	-
248-990-992-003	MUN BOND 2010 /PRINCIPAL	97,000	100,000	3,000
248-990-996-003	MUN BOND 2010 / INT & FEES	10,362	7,210	(3,152)
<b>TOTAL EXPENDITURES</b>		<b>524,939</b>	<b>547,646</b>	<b>22,707</b>
<b>NET OF REVENUES AND EXPENDITURES</b>		<b>257,191</b>	<b>403,191</b>	<b>146,000</b>

---

---

## DDA MEMORANDUM

---

---

**To:** Cascade Township DDA Board

**From:** Sandra Korhorn, DDA/Economic Development Director *SKK*

**Subject:** Discuss 2019 and Future DDA Projects

**Meeting Date:** January 15, 2019

---

The main project we are focusing on for 2019 has been the sidewalk/streetlight loop on Orchard Vista as well as some road improvements in Centennial Park. This will likely be a fall, 2019 project. The DDA and Township will bond for this work.

Again, we have one rollover project from 2018. The sealing of the stamped concrete in the village will be completed in the spring. The weather has to be just right for this to be done and fall did not cooperate with its cooler temps and rain.

Other potential projects include:

1. Community Gathering Space – This item came up often during the master plan meetings.
2. Sidewalk extension on Cascade Rd. – 28<sup>th</sup> St. to CHFA. This extension was part of the pathway millage, which passed on Tuesday. The DDA would be responsible for the sidewalk in the District.
3. Path from Tassell Park to Library – This came up often during the master plan meetings.
4. Purchase of Riverfront Properties
5. 28<sup>th</sup> St. Mid-Block Crossing
6. Gateway Signage
7. Village Gateway Improvements

---

---

## DDA MEMORANDUM

---

---

**To:** Cascade Township DDA Board

**From:** Sandra Korhorn, DDA/Economic Development Director SKK

**Subject:** Discuss Holiday Decorations for the Cascade District

**Meeting Date:** January 15, 2019

---

We have been ordering holiday decorations the past few years to decorate the Cascade District. We have 79 snowflakes that we hang in the village and along Jacksmith Dr. We have also ordered 72 string lights (17 white, 55 multi) to hang on the streetlights as well as 2 trees.

Bronner's has a sale at the beginning of the year that generally runs until the end of February. We should discuss if the DDA would like to order some additional decorations to continue decorating the District.

For 2018 we had the decorations hung as follows:

**Christmas Trees:**

Museum Gardens Park  
Bottom of Old 28th/Cascade Rd.

**String Lights – White Lights:**

Cascade Rd. – Every other streetlight pole  
Jacksmith/Thornbook Dr. – Every streetlight pole

**Snowflakes:**

Cascade Road - every pole  
Old 28th Street - every pole  
Jacksmith/Thornbook – every pole  
28th Street from Cascade Road to Thornhills – every pole

**String Lights – Multi Colored:**

28<sup>th</sup> St. from Cascade Rd. to Kraft Ave. – every other pole

**Wreaths:**

Intersections with double streetlights

**Township Office:**

Wreath & Bow

**Tassell Park:**

Wreath at Kingsland Pavilion

**Museum outside Lights:**

Can lights covered with red/green plastic

AAA Lawn Care hung lights at both the Museum Gardens and Tassell Park along the rooflines of the buildings and on the river birch trees.

Below are the sale prices for a few items that we have purchased in the past.

**Snowflakes      3' Warm White**

Diamond	<b>\$289</b>
Silhouette	<b>\$311</b>
Winterfest	<b>\$334</b>
Spiral	<b>\$355</b>

**Paramount Christmas Trees – I will have these prices at the meeting**

14' Paramount Tree

**\$**

16' Paramount tree

**\$**

18' Paramount Tree

**\$**

20' Paramount Tree

**\$**

---

---

## DDA MEMORANDUM

---

---

**To:** Cascade Township DDA Board  
**From:** Sandra Korhorn, DDA/Economic Development Director *SKK*  
**Subject:** Discuss Cascade District events/Marketing tools  
**Meeting Date:** January 15, 2019

---

We discussed this briefly last year, but I wanted to remind the DDA of some events they have sponsored/partnered with.

These events will be taking place in 2019:

- Sunday Afternoon Live Concert Series – Cascade Library Wisner Center at 2:00 p.m. One Sunday/month, schedule is on the website.
- Family Night at the Library – Thursday night family friendly events
- Cascade Metro Cruise Warmup – 10-year anniversary
- Tree Lighting Ceremony – Sunday, December 1 at the Museum Gardens Park. Santa, treats, coloring books/crayons for the kids, The Original Dickins Carolers.

Potential 2019 Events:

- Taste of Cascade
- July 3<sup>rd</sup> Event

Marketing Tools: We continue to update the Business Guide for visitors as well as residents. The [madeincascade.org](http://madeincascade.org) website is up and running. I am looking into purchasing some fabric grocery bags with our logo/website on them to hand out and have been speaking with the businesses about placing coupons in the bags as well.

---

---

## DDA MEMORANDUM

---

---

**To:** Cascade Township DDA Board  
**From:** Sandra Korhorn, DDA/Economic Development Director  
**Subject:** Election of Officers  
**Meeting Date:** January 15, 2019

SKK

---

It is time to elect officers for the DDA for 2019. The past officers were as follows:

Chairman – Jennifer Pupilava  
Vice Chair – Kim Ridings  
Secretary - Diana Kingsland

We will need to elect all three positions.

# CASCADE COMMUNITY VISION

## COMMUNITY OUTREACH SUMMARY

Cascade Charter Township began an update to its master plan in the summer of 2018 coined "Cascade Community Vision." The following summary contains the synthesized input gathered from the Kent District Library Summer Events, online web mapping tool, online survey, and the Cascade Community Design Day.

**37,535**  
REACHED VIA FACEBOOK  
FOR THE SURVEY

The advertisement on Facebook for the Community Survey reached 37,535 people

**10,976**  
REACHED VIA FACEBOOK  
FOR THE DESIGN DAY

The advertisement on Facebook for Design Day reached 10,976 people

**6,715**  
NEWSLETTERS  
DISTRIBUTED

An article in the township newsletter was distributed to 6,715 people and sent to every residential address in the Township

**576**  
CLICKS VIA FACEBOOK  
FOR THE SURVEY

The Community Survey received 576 link clicks from Facebook users

**509**  
SURVEY  
PARTICIPANTS

509 people participated in the online community survey, which was available from August through November

**284**  
WEBSITE  
PAGE VIEWS

284 individual website page views were recorded between July and December

**202**  
WRITTEN OUTREACH  
COMMENTS

202 written comments were collected through the KDL Outreach and Community Design Day

**172**  
DOT ACTIVITY  
VOTES

172 votes were tallied from the Community Design Day

**152**  
RESPONSES ABOUT THE  
DESIGN DAY

152 responses were collected from Facebook users about the Community Design Day

**58**  
DIGITAL MAPPING  
COMMENTS

58 comments were added to the online interactive comment map

**12**  
HOURS OF DESIGN DAY  
ENGAGEMENT

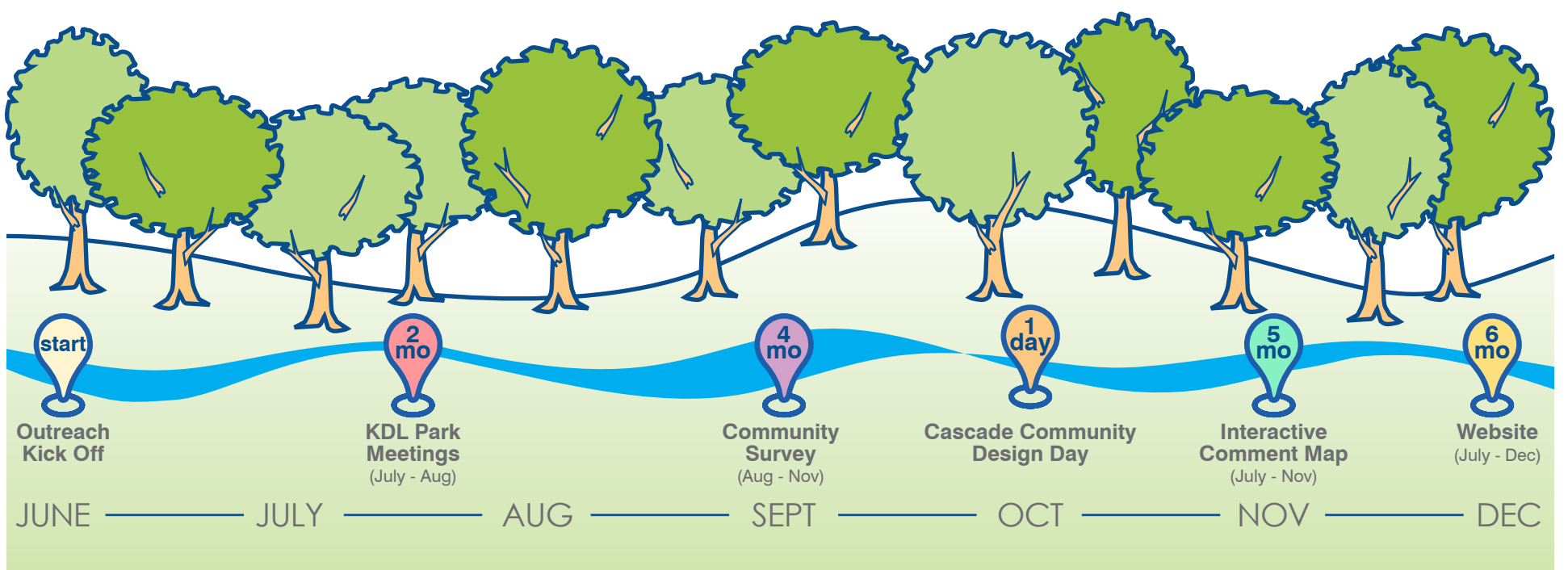
The Cascade Design Day lasted for 12 hours, employing 8 members of the consultant team and 3 township staff members

**3**  
SUMMER CONCERT  
OUTREACH EVENTS

Outreach stations were set up at 3 Kent District Library (KDL) Summer Concert Series events

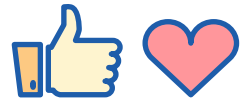
## COMMUNITY OUTREACH TIMELINE

In an effort to engage the community in the master planning process, Cascade Charter Township offered several types of engagement activities across multiple platforms to gather valuable participant input. This process began with a project Kick Off in June, and was followed by three in person Kent District Library Summer Events in July and August. The gathering of feedback continued through an online community survey, a community open house Design Day held on October 16th, and the development of an online web mapping tool and website.



# CASCADE COMMUNITY VISION

# COMMUNITY OUTREACH SUMMARY



COMMENT CATEGORY:

█ = Township Assets

█ = Township Opportunities

█ = Township Concerns

## TOP TOWNSHIP ASSETS, OPPORTUNITIES, AND CONCERNS BY COMMENT FREQUENCY



## SYNTHESIZED FREQUENT COMMENT HEAT MAP

