

Minutes

Cascade Charter Township
Downtown Development Authority Board of Directors
October 17, 2022
5:30 p.m.
2870 Jacksmith Ave. SE

ARTICLE 1. Chair Pupilava called the meeting to order at 5:34 P.M.
Members Present: Vogel, Kleyla, Preston, Pupilava, Lesperance, Siegle, Stephan
Members Late: Makkar
Members Absent: Growney
Others Present: Planning Director Brian Hilbrands, Township Manager Jade Smith, Mgt Office Admin Assistant Jessica Stine, and those listed on the sign-in sheet.

ARTICLE 2. Approval of the Agenda

Motion was made by Supervisor Lesperance to approve the current agenda. Supported by Member Siegle. Motion carried 7 to 0.

ARTICLE 3. Approval of the Minutes of August 15, 2023

Motion was made by Member Vogel to approve the minutes of the August 15, 2023 meeting as written. Supported by Member Siegle. Motion carried 7 to 0.

ARTICLE 4. Acknowledge visitors wishing to speak

There weren't any visitors who wished to speak at that time.

ARTICLE 5. Introduction of Township Manager

Township Manager Smith was introduced to the committee.

Member Makkar arrived at 5:35.

ARTICLE 6. Discussion and vote regarding holiday decorations

Due to the changes in staffing, there was a tight timeline to approve the contract and install the holiday lighting, so the company that won the bid winter of 2022 was approved for 2023. They will be installing lights in the same places as the previous year, including the additional lighting that was added part way through the season.

Motion was made by Supervisor Lesperance to approve the funding for the 2023 holiday lighting contract. Supported by Member Siegle. Motion carried 8 to 0.

ARTICLE 7. Discussion regarding status of median visibility in Centennial Park

The Township's Buildings and Grounds crew will be going through and placing stakes in the medians due to their recent plantings and their lack of visibility when it snows.

ARTICLE 8. Update regarding Hope Network transportation

Manager Smith met with representatives from Hope Network and received ridership numbers from the first five weeks. There are approximately 80 rides in total (40 riders) with 2-3 per bus ride. They may remove evening trips because they currently aren't being used. Per Mckenna, The Rapid said there were approximately 25,000 rides per year and showed a peak between 2pm and 3pm. The current peak Hope Network is seeing is in the morning. They noted that the 25,000 rides The Rapid claimed were for the entirety of route 29, not just rides in Cascade.

Manager Smith said that he has yet to receive any calls asking about changes to the bus route or residents concerned that they no longer have transportation. Member Siegle recommended Manager Smith reach out to Gaylord House and see if it is working for them since they were very vocal at previous meetings. Supervisor Lesperance disagreed and said that the Township has sufficiently communicated with them and put them in contact with the proper organizations.

Manager Smith will ask a representative from Hope Network to attend the next DDA meeting. He stated that some employees at Meijer who previously used the bus system have transferred to a different store that they can get to via a different bus.

ARTICLE 9. 2024 Budget

Member Kleyla stated that the 2024 budget should follow the priorities in line with the strategic plan. Member Stephan mentioned that the Tuffy building lease came up again at the Township Board meeting and asked for a status update. Manager Smith said that the Township is looking to buy out the Tuffy lease without using DDA funding.

Manager Smith explained that he likes to be proactive in creating budgets and will send the DDA the final budget by the next meeting. There may have to be a budget amendment due to the late start he was able to get on creating the budget this year and the status of the Tuffy proceedings. They may entertain a special meeting if amendments need to be made.

ARTICLE 10. DDA and Village Concept Project

Manager Smith explained his plan to bring in another contractor to work with the DDA on a concept/vision for the 'village' area. He has worked with them before in other cities. Mckenna would still be used but for other purposes. He

proposed including the funding for this contractor in the 2024 budget, especially with the potential Tuffy lease termination. Member Siegle requested before and after pictures of previous work they have done.

ARTICLE 11. Brief updates

- **DDA Implementation Tools and Case Studies**-Danielle from Mckenna brought in information about how other DDAs encourage façade improvements. Strategy one was grants from the DDA for business owners; this is very popular among other communities. Strategy two was to approve placemaking grants for specific locations. They could suggest specific amounts to award based on what types of improvements are taking place. Strategy three was property acquisitions where the township would buy property and sell it to developers with the types of businesses they wanted or continue to own the property and rent it out to businesses. Strategy four was to fund the design engineering for specific sites. Strategy five was to create development and redevelopment programs (currently only used by Van Buren Township when researching local municipalities). This is often less popular because large grants are a challenge to facilitate. Strategy six was to award grants to businesses to update their signs.

Member Makkar asked if Cascade currently employed any of these practices and was told that they do not. There was discussion as to how much funding communities regularly award to these types of projects and the best methods for Cascade. Member Makkar opined that multiple smaller awards each year is better than one large award because it gives business owners an incentive to act and reapply the next year. Member Stephan suggested that business owners who funded their own improvements in the previous year should also be included in the program, once it starts. Members suggested creating a subcommittee to focus on developing criteria and gathering information on awarding grants. Manager Smith didn't think it was too early to investigate current zoning to see if any of the current qualifications would be a fit for awarding grants. He said the next step will be to see what Cascade wants for a look and feel of the village area. Danielle suggested meeting internally with the building department to look at historic sign information and estimate the current demand. She will bring an update to the next meeting.

- **Joint Meeting**-Chair Puplava explained that there used to be meetings where all township boards and committees would get together and share information. She asked Manager Smith to add this to his to-do list.
- **Library Project**-Lulu Brown from KDL explained to the committee that the library grounds will now become an official Cascade Park and Parks & Recreation Director Manion will be taking over as the project lead. Wes from Native Edge said that the core design for the property is complete and was put out for bid; Harder and Warner were the selected project contractors. The plan is the same as when it was last presented to the DDA with some insignificant changes. The design for the pavilion and the

area immediately surrounding it are incomplete as the original idea didn't match what the board desired, so they hired an architect. They are currently looking at a circular pavilion with a flat roof (with a slight angle) that is a 'green roof.' It would work well for everyday use but also for presentations and performances. Harder and Warner intend to start prep work in mid-November, as well as the completion of planning. This will still fit in the approved budget and be completed by June 2024.

Member Siegle asked if there was a storage portion like they had previously suggested and Wes said that there would not be as he spoke with Director Manion and she recommended not including one. Member Vogel asked if there would be a sign going up to show that the project is coming along and Manager Smith thought that was a good idea and they could include renderings of the intended improvements.

- **Planting Project**-The plantings have been changed for fall. Director Manion is handling this project and an update will be brought to a future meeting.
- **Cascade Road Bridge Pedestrian Bridge**-Engineer Thorne has made some progress with the Ket County Road Commission. Member Kleyla said that she last heard they were updating drawings and wanted the DDA to see them. Manager Smith will keep this on the agenda for the next meeting. Hopefully this project will start in 2024 but it would be best if it could take place during the summer so that bussing would not be disrupted while school was in session.
- **Parks and Pathways**-This was covered in the other updates.
- **Master Plan Amendments**-The Planning Commission is working with Mckenna on Master Plan amendments so that the Strategic Plan and Master Plan are in alignment.
- **Thornapple Plaza Redevelopment**-Manager Smith explained that the business owners in that area are anxiously awaiting the discussed grants and opportunities. They are very interested in public/private partnerships.
- **6869 Cascade Road Update**-This is the Tuffy site and was discussed earlier in the meeting.
- **RAP Grant**-The township was awarded \$450,000 in round one of the RAP grants. Round two will be coming in 2024 but it is likely to be more competitive than this year's.

ARTICLE 12. Any Other Business

- **Small Business Saturday**-Communications Specialist Lakeberg asked if the Township generally does anything for Small Business Saturday. They haven't done anything in recent years but at one point a couple businesses ran a passport program and the DDA spent around \$2,000 in radio ads.
- The **Cascade Community Foundation annual fundraiser** is next month. Chair Puplava said that she had tickets to share and the event will be based on the Price is Right show. They will be honoring community

members that have made an impact. It will take place on Wednesday, November 15th at 6:00pm.

- The next DDA meeting will be November 21, 2023.
- **Trunk or Treat**-Member Stephan said there was a great turnout.
- **Appointments**-There was some concern that members would be reaching the end of their term this year. Supervisor Lesperance said she would investigate.

ARTICLE 13. Adjournment

Motion was made by Member Siegle to adjourn the meeting. Supported by Member Stephan. Motion carried 8 to 0. The meeting adjourned at 7:18 P.M.

Respectfully submitted,

Rene Growney, Secretary

Minutes

Cascade Charter Township
Downtown Development Authority Informational Meeting
October 17, 2022
After the regularly scheduled meeting
2870 Jacksmith Ave. SE

ARTICLE 1. Chair Pupilava called the meeting to order at 7:19 P.M.
Members Present: Vogel, Kleyla, Preston, Pupilava, Lesperance, Siegle, Stephan, Makkar
Members Absent: Growney
Others Present: Planning Director Brian Hilbrands, Township Manager Jade Smith, Mgt Office Admin Assistant Jessica Stine, and those listed on the sign-in sheet.

Approval of the Agenda

Motion was made by Member Makkar to approve the current agenda. Supported by Member Stephan. Motion carried 8 to 0.

ARTICLE 2. Review of Projects Completed - 2023

Planning Director Hilbrands presented the projects the DDA worked on or completed in 2023. Supervisor Lesperance asked if the Metro Cruise changed ownership. He explained that it did and that may change the nature of Cascade's participation next year.

ARTICLE 3. Future Plans/Projects

Planning Director Hilbrands explained that projects in 2024 will mainly be a continuation of those started in 2023 and focus will be on those that advance the Township's strategic plan.

ARTICLE 4. Acknowledge visitors wishing to speak

There weren't any visitors who wished to speak at that time.

ARTICLE 5. Adjournment

Motion was made by Member Makkar to adjourn the meeting. Supported by Member Vogel. Motion carried 8 to 0. The meeting adjourned at 7:25 P.M.

Respectfully submitted,

Rene Growney, Secretary