

## Minutes

Cascade Charter Township  
Downtown Development Authority  
Tuesday, August 15, 2023  
5:30 P.M.  
2870 Jacksmith Ave SE

**ARTICLE 1.** Chair Puplava called the meeting to order at 5:34 P.M.  
Members Present: Vogel, Kleyla, Preston, Puplava, Growney, Lesperance, Siegle  
Members Absent: Stephan 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 Growney to approve the current agenda. Supported by Member Vogel. Motion carried 6 to 0.**

**ARTICLE 3. Approve the Minutes of the July 18, 2023 Meeting**  
**Motion was made by Member Kleyla to approve the minutes of the July 18 meeting minutes as written. Supported by Member Preston. Motion carried 6 to 0.**

**ARTICLE 4. Acknowledge visitors and those wishing to speak**  
Terri Riggle (2765 Orange Ave) lives at a senior low-income household in Cascade. She stated that losing The Rapid and Go Bus will be very impactful for some residents. Riggle encouraged Board Members to make a decision tonight so residents can have some sort of transportation.  
Frances Foley (2765 Orange Ave) expressed concerns about weekend transportation. She hoped this project wouldn't stall any further as there are emergencies that happen on weekends and residents need transportation.

**ARTICLE 5. Discuss and consider transportation planning**

- Hope Network services proposal

Member Siegle arrived at 5:44 P.M.

Interim Manager Andrzejewski said there have been many calls to the township office regarding transportation. The goal is to eventually provide services similar to The Rapid, with the initial emphasis on getting people to work and ensuring disabled and special needs individuals have transportation. Details on the preliminary route will be available on the Cascade Township website. Ride Link is another option for transportation with weekday hours of 7:30 A.M.- 4:30 P.M. The cost is \$2.00 each way.

The implementation of Hope Network and the Go Bus is being done within one month; a process that usually takes many months to complete. Interim Manager Andrzejewski

anticipates there to be mishaps, but the transportation organization is flexible and will adjust to any issues.

Scott, manager of the Wheels to Work program, attended the meeting to answer questions related to Hope Network. He explained that Wheels to Work is the other side of Hope Network that helps individuals travel to work. The program can be flexible, and if there is an expressed need to extend bussing hours, he believed that could happen. Scott mentioned that funding is a major factor in ensuring everyone's transportation needs are efficiently met.

Member Vogel reiterated that the transportation issue has been an ongoing topic of concern and discussion for the past 2 years. After attempting to negotiate alternative transportation methods with The Rapid several times, no agreement was reached. As a result, the township pursued other options for bussing. He empathized with the fact that this change is impacting the lives of residents.

Chair Puplava proposed to have the DDA fund Hope Network through the end of the year with the remainder of the funds allocated for transportation.

Scott mentioned that, with the lack of data, it will be hard to initially estimate the total cost. Figuring out the bus size and frequency of stops will be crucial in the implementation.

Interim Manager Andrzejewski stated that there was an email sent out to businesses advising them to figure out how many of their employees would participate in this program and what time services would be needed.

**Motion was made by Chair Puplava to have the DDA approve the reallocation of the remaining 2023 fund budgeted for transportation to negotiate and solidify a contract with Hope Network's Wheels to Work Program. Supported by Member Siegle. Motion carried 7 to 0.**

- Termination of McKenna SOW re LyftPass

Chair Puplava said there were difficulties in dealing with Lyft regarding the previously approved implementation of the program. Legal counsel identified obstacles relating to how they structure payments through their standard services agreement.

Danielle Bouchard with McKenna said they are looking to terminate the contract as written up to this point and everything else will be null and void.

**Motion was made by Chair Puplava to terminate the statement of work given to McKenna as it relates to the implementation of the LyftPass program. Supported by Supervisor Lesperance. Motion carried 7 to 0.**

**ARTICLE 6. Discuss and consider Thornapple Plaza planning**

- Proposed Amendment to DDA Strategic Plan Contract

Bouchard said there have been developing connections made with owners of the Thornapple Plaza. McKenna has been meeting biweekly to discuss expectations, assess where projects are going, and add any assistance they may need. McKenna associates decided to have an architect create possible designs, which are included in the packet. Bouchard proposed to amend the current contract to focus on the implementation of Thornapple Plaza updates. The same amount of funding will be allocated for this project.

**Motion was made by Supervisor Lesperance to approve the contract amendment to reallocate funding to assist in updating the Thornapple Plaza. Supported by Member Vogel. Motion carried 7 to 0.**

Member Siegle expressed concern about other property owners in the plaza area not being in agreement with the design concept. He suggested obtaining a letter of intent to ensure cohesiveness.

**ARTICLE 7. Project Updates**

- **Cascade Road Pedestrian Bridge** – Cascade Township’s engineer has been working with Spaulding DeDecker and the Road Commission to come up with a plan. Members agreed construction would make more sense in the summer months, as traffic is not as heavy.
- **Tassell and Westdale Memorial Park** – Buildings and Grounds staff have updated these parks.
- **Pathway Committee** – The pedestrian bridge on Cascade Road will have higher railings and more lighting.
- **Master Plan Amendment** – Cascade Township is working with McKenna to align the Master Plan with the Strategic Plan.

**ARTICLE 8. Brief Updates**

- **DDA/Economic Development Director** – No update.
- **Strategic Plan Implementation Update** – No update.
- **Joint Meeting Update** – No update.
- **Update Regarding Scheduling of Information Meeting** – The Informational Meeting is scheduled for September.

**ARTICLE 9. Any Other Business**

- Upcoming Meetings
  - a. Strategic Plan Implementation Meeting – **August 18, 2023**
  - b. Next Meeting: **September 19, 2023**
- Recent Meeting Minutes
  - a. Township Board (7/12/23, 7/26/23)

**Budget to Date**

**ARTICLE 10. Adjournment**

**Motion was made by Member Vogel to adjourn the meeting. Supported by Member Kleyla. Motion carried 7 to 0. The meeting adjourned at 7:03 P.M.**

Respectfully submitted,

Rene Growney, Secretary

DRAFT

# A C C E P T E D P R O P O S A L

Outdoor Lighting Perspectives of Grand Rapids  
 5241 Plainfield Ave NE, Ste I-B  
 Grand Rapids, MI 49525  
 (616) 344-4950



[GrandRapids@outdoorlights.com](mailto:GrandRapids@outdoorlights.com)  
<https://outdoorlights.com/grand-rapids>

**Billing/Service Address**

Manion, Melanie  
 Cascade Township  
 5920 Tahoe Dr. SE  
 Grand Rapids, MI 49546  
 (616) 949-1500  
[mmanion@cascadetwp.com](mailto:mmanion@cascadetwp.com)

Date	September 29, 2023
Total	\$5,812.00

Item	Description	Qty	Rate	Amount
Commercial Holiday Installation Rental	Installation of commercial holiday lighting products on a rental basis.	1	0.00	\$0.00
<b>Tassell Park</b>				<b>\$1,538.00</b>
RentLEDMini-WW	Warm White LED Mini Lights spiral wrapped on Birch #1 in Tassell Park, 6-Stem Clump. Wrapped to 10-12 ft Height with 6" Spacing between lights. (Cost per strand and includes Rental of product, extension cords, timers, installation, and removal)	17	22.00	\$374.00
RentLEDMini-WW	Warm White LED Mini Lights spiral wrapped on Birch #2 in Tassell Park, 4-Stem Clump. Wrapped to 10-12 ft Height with 6" Spacing between lights. (Cost per strand and includes Rental of product, extension cords, timers, installation, and removal)	9	22.00	\$198.00

RentLEDMini-WW	Warm White LED Mini Lights spiral wrapped on Birch #3 in Tassell Park, 4-Stem Clump. Wrapped to 10-12 ft Height with 6" Spacing between lights. (Cost per strand and includes Rental of product, extension cords, timers, installation, and removal)	8	22.00	\$176.00
RentLEDMini-WW	Warm White LED Mini Lights spiral wrapped on Birch #4 in Tassell Park, Single Stem. Wrapped to 10-12 ft Height with 6" Spacing between lights. (Cost per strand and includes Rental of product, extension cords, timers, installation, and removal)	5	22.00	\$110.00
RentLEDC9-WW	Warm White LED C9 on Roofline of Gazebo (price includes Rental of product, clips, installation, removal, extension cords and timers)	85	8.00	\$680.00
<b>Tassell Park Pavilion</b>				\$800.00
RentLEDC9-WW	Warm White LED C9 on Roofline of house ( price includes Rental of product, clips, installation, removal, extension cords and timers)	100	8.00	\$800.00
<b>Tassell Park Bathroom</b>				\$800.00
RentLEDC9-WW	Warm White LED C9 on Roofline of house ( price includes Rental of product, clips, installation, removal, extension cords and timers)	100	8.00	\$800.00
<b>Museum Gardens</b>				\$2,134.00
RentLEDMini-WW	Warm White LED Mini Lights spiral wrapped on Birch #1 in Museum Gardens Park, 3-Stem Clump. Wrapped to 10-12 ft Height with 6" Spacing between lights. (Cost per strand and includes Rental of product, extension cords, timers, installation, and removal)	5	22.00	\$110.00
RentLEDMini-WW	Warm White LED Mini Lights spiral wrapped on Birch #2 in Museum Gardens Park, 4-Stem Clump. Wrapped to 10-12 ft Height with 6" Spacing between lights. (Cost per strand and	6	22.00	\$132.00

	includes Rental of product, extension cords, timers, installation, and removal)			
RentLEDMini-WW	Warm White LED Mini Lights spiral wrapped on Birch #3 in Museum Gardens Park, 4-Stem Clump. Wrapped to 10-12 ft Height with 6" Spacing between lights. (Cost per strand and includes Rental of product, extension cords, timers, installation, and removal)	6	22.00	\$132.00
RentLEDC9-WW	Warm White LED C9 on Roofline of Historical Museum (price includes Rental of product, clips, installation, removal, extension cords and timers)	220	8.00	\$1,760.00
<b>Museum Extra</b>				\$540.00
RentLEDGarlandWrap	Led Garland 9' Sections Wrapped around porch columns/pillars (Price includes rental of product, and ext cords, installation, and removal)	4	135.00	\$540.00
			Subtotal	\$5,812.00
			Tax	\$0.00
			Total	\$5,812.00

Thanks! We will contact you shortly to schedule your Commercial Holiday Installation Rental.

This proposal was digitally signed on Tuesday, October 10, 2023 by Jade Smith.



You selected to receive confirmations/reminders via Email to mmanion@cascadetwp.com, Email to jstine@cascadetwp.com.

You selected not to receive en routes.

Outdoor Lighting Perspectives Policies, Terms and Conditions Holiday Rental Outdoor Lighting Perspectives's service is comprised of the design, installation, and removal of holiday decorations. All lighting and decorations remain the property of the service provider (designated herein as Outdoor Lighting Perspectives). This is a service agreement only and no goods are being sold.

Lighting and Decorations: Outdoor Lighting Perspectives warrants the quality of our decorations and workmanship as provided below. Should you have any problems with the decorations, we want to correct them as soon as possible. We recommend that you turn the lights on for several hours over the first three to four evenings to test the lighting program. This will allow us to make corrections as soon as possible in order to maximize your enjoyment of the decorations. Repairs needed due to vandalism, extraordinary weather conditions, and customer added lights are not warranted and will be billed as additional services. Power failure or tripping of GFI circuits that occur as a result of inclement weather cannot be the responsibility of Outdoor Lighting Perspectives. We will perform required service calls to solve these issues but we cannot be held liable for damage that may occur as a result of acts of nature. Upon reinstallation, all non-functioning bulbs and/or miniature light sets will be replaced at no additional charge; this is included in the reinstallation and removal process. At the clients approval, as plants grow, we will add additional holiday lights as landscaping matures at our discretion, and invoice service at the appropriate rates. Any additional items requested at the time of service will also will be invoiced accordingly.

Billing and Quality of Service: Outdoor Lighting Perspectives has been installing lighting for 20 years. We believe in providing outstanding service. Should an issue arise, please contact us immediately so that we can promptly address your concern. If a client does not contact our office within 7 days of an issue, then all parties agree that final invoice is correct. All services, unless otherwise agreed, are billed at the time of installation, at which time payment is due. This normally would include materials, set up, installation accessories, removal, & boxing of decor. Storage of all decor is included with the service; storage charges will apply if service is not utilized for one season, or delivery charges will apply if service is cancelled. Outdoor Lighting Perspectives guarantees the quality of all material and workmanship, however any questions in regard to the quality of workmanship must be addressed within 7 days of service, or before the next service is to be performed, whichever comes first.

Seasonal Lighting Please be advised that all holiday lighting that is installed is suitable only to be used as seasonal, temporary lighting, unless otherwise specified. Outdoor Lighting Perspectives can only warrant seasonal lighting up to 100 days. Product life expectancy should not exceed 100 days when used continuously. Please consult your representative if you are interested in a permanent type of lighting. Outdoor Lighting Perspectives remains the sole owner of all holiday lighting we provided for your project this includes but is not limited to bulbs, wire, fixtures, extension cords, mounting brackets and materials, stakes, timers, control devices, ornaments, trees, wreaths, garland, lighting assemblies, signage, and all other products provided by Outdoor Lighting Perspectives. The rental period is detailed in this agreement and cannot exceed a period of 100 days unless specifically agreed to by the client and Outdoor Lighting Perspectives in writing. Failure to return or surrender all items will result in significant additional charges which are the responsibility of the client to promptly pay. Client agrees to allow Outdoor Lighting Perspectives access to all relevant property to ensure a timely and professional take down and removal of all items provided. Failure to provide reasonable and timely access for take down and removal will result in additional trip charges based on a minimum of \$150 per additional trip and additional rental charges for materials and product. Client agrees to promptly settle any of these debts with Outdoor Lighting Perspectives.

Photos Please note that unless otherwise agreed upon, Outdoor Lighting Perspectives reserves the right to take photos of our decor services on your property, and use representations of these same photos for marketing purposes to include, but not limited to, brochures, portfolios, internet or postcards. The use of photo representations does not imply any financial or other consideration will be given for said use. Further, we reserve the right on commercial accounts to state the property name and/or address.

Terms and Conditions: Where permitted by law a 50% deposit will be required at the time your order is placed. Full payment for every item and service is due on the date of installation. In the event payment is not made within these terms, a time- price differential (FINANCE CHARGE) of 18% (eighteen percent) per annum, but in no event in excess of the maximum amount allowed at law, shall be assessed and due on the unpaid balance from the due date until payment is received in full by the Outdoor Lighting Perspectives service provider. Payments received will be applied first to any outstanding FINANCE CHARGE and the remainder to the unpaid balance on the account. In the event the purchaser fails to make payments as required, your account shall be considered to be in default and the purchaser shall be responsible for costs of collection and reasonable attorneys' fees, as allowed by law. Client will provide all electrical power sources. If a requested item becomes unavailable, Outdoor Lighting Perspectives reserves the right to substitute an item of equal or better quality, subject to customer agreement, or to delete the items off of the installation and invoice. Residential clients will be bound by continuing service agreement, meaning that yearly decor services are authorized, unless Outdoor Lighting Perspectives is notified otherwise in writing no later than October 1 of each year.

Rental Agreements All clients, unless otherwise noted, will be serviced under the terms of the continuing service agreement. Outdoor Lighting Perspectives must be notified in writing prior to September 15 of each subsequent year or the terms and conditions of this agreement will automatically renew at the then current pricing. Clients will be notified via invoice sent to the physical address or e mail address on file no later than August 1st of each year.

Installation and Removal: Holiday decorations shall be installed and removed at your request if possible. Clients requesting times are given priority on a first come first served basis. All services are subject to weather conditions and demand. The service provider retains sole discretion as to the timing of services and no breach occurs based on dates of services.

Limited Warranty and Limitation of Liability and Remedies: BOTH PARTIES TO THIS CONTRACT AGREE THAT IN THE EVENT OF THE FAILURE OR MALFUNCTION OF THE LIGHTING AND/OR DECORATIONS PROVIDED, THE SOLE AND EXCLUSIVE REMEDY AVAILABLE TO THE CLIENT SHALL BE THE REFUND OF THE RELEVANT AND PARTIAL PRODUCT FAILURE OF THE SERVICES PROVIDED UNDER THIS AGREEMENT OR THE REPAIR OR REPLACEMENT OF THE LIGHTING AND/OR DECORATIONS, TO BE DETERMINED SOLELY AT THE DISCRETION OF THE SERVICE PROVIDER. FULL REFUNDS ARE NOT AVAILABLE FOR PARTIAL PRODUCT FAILURE OR PARTIAL PRODUCT ISSUES.

BOTH PARTIES AGREE THAT the Outdoor Lighting Perspectives SERVICE PROVIDER WILL NOT BE LIABLE FOR ANY CONSEQUENTIAL DAMAGES OF ANY NATURE CAUSED TO THE PROPERTY OF THE CLIENT BY ANY FAILURE OR MALFUNCTION OF THE LIGHTING AND DECORATIONS PROVIDED UNDER THIS AGREEMENT. SOME STATES MAY NOT ALLOW FOR THE EXCLUSION OR LIMITATION OF INCIDENTAL AND CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION AND EXCLUSION MAY NOT APPLY TO YOU.

BOTH PARTIES AGREE THAT ANY CLAIM BY THE CLIENT THAT THE WORKMANSHIP OR MATERIALS USED ARE DEFECTIVE OR NONCONFORMING MUST BE BROUGHT TO THE ATTENTION OF THE Outdoor Lighting Perspectives SERVICE PROVIDER IN WRITING WITHIN 72 HOURS OF THE SERVICE AND FAILURE TO DO SO RESULTS IN A COMPLETE AND FINAL WAIVER OF ALL CLAIMS. Acceptance of this proposal indicates an

agreed upon and binding contract between the parties listed as the billing/service address and Outdoor Lighting Perspectives.

Arbitration: ANY AND ALL DISPUTES THAT MAY ARISE BETWEEN THE PARTIES SHALL BE SETTLED BY ARBITRATION IN ACCORDANCE WITH STATE LAW WHERE THE SERVICE PROVIDER IS LOCATED. THE ARBITRATOR'S AWARD SHALL BE FINAL AND BINDING ON ALL PARTIES, AND JUDGMENT MAY BE ENTERED BY A COURT OF COMPETENT JURISDICTION IN THE COUNTY OF THE SERVICE PROVIDER WHERE ALL ARBITRATION PROCEEDINGS SHALL BE CONDUCTED THROUGH THE DISPUTE RESOLUTION CENTER, OR ITS SUCCESSOR.



# Memorandum

**TO:** Cascade Township DDA  
**FROM:** Danielle Bouchard, AICP  
Chris Khorey, AICP  
**SUBJECT:** **DDA Implementation Tools and Case Studies**  
**DATE:** October 10, 2023

**The DDA is in the process of developing a strategic plan.** A primary component of the strategic plan is to analyze and identify tools and resources the DDA can use to facilitate project implementation. Many DDAs around the State of Michigan utilize various tools available to them to financially assist with (re)development projects and processes to achieve a consensus vision.

It was discovered during the Townshipwide Strategic Plan process that designating a walkable “Village” area is the community’s highest priority. Now presents as an ideal time to explore the options the Township DDA has to offer (re)development incentives to private property owners.

It is also recognized that, at this time, the DDA continues to work on the overall vision for the “Lower Village” area. The strategies and tools outlined in this memorandum are simply a “menu” of options the DDA can utilize to transform the Cascade Village vision into a reality for the whole community to enjoy. Further, these strategies can be referenced while the DDA is in the process of determining the Board’s budget for upcoming years.

## **STRATEGY #1: FACADE IMPROVEMENT GRANTS**

### **Overview Snapshot**

A Facade Improvement Program is perhaps the most common tool used to energize redevelopment projects within a DDA boundary. The general idea of this program is to offer financial incentives to a private property owner or developer to upgrade a building facade to achieve a design aesthetic that is more aligned with the vision for the area. This can include both front and rear facing facades.

### **How it Works**

For Facade Improvement Programs, typically a DDA will budget a set amount each year allocated to improvement projects. The amount decided can be as much or as little as the DDA deems appropriate. When monies are set aside for this program, they can be allocated to the applicant as the DDA also deems appropriate and there can also be discussions or “negotiations” on the finalized design – this is where the overall Village vision becomes imperative.

In short, the property owner or developer will apply for and come to the DDA with design ideas for the new facade. The DDA will work with the property owner to achieve the consensus design idea. The property owner/developer will then implement the consensus design and the DDA will reimburse (for a set budgeted amount) the property owner/developer when the project is complete. The DDA can also authorize a certain percentage of total facade project cost, up to a certain set amount.



## Examples

DDAs across the State of Michigan administer Facade Improvement Programs in many different capacities. Here are some examples and associated budgets a few other communities have organized:

- **City of Grand Rapids:** A Corridor Improvement Authority (functions much like a DDA) offers 100% of the total facade upgrade project cost, up to \$10,000. Projects with an improvement budget of more than \$40,000 can be approved for up to \$20,000.
- **City of East Lansing:** The DDA will provide matching funds for a facade improvement project, up to \$15,000.
- **City of Wayne:** Property owners can apply for 50% reimbursement of project costs, up to \$10,000.
- **City of Petosky:** Grant amounts are offered up to 50% of the project cost estimate, or actual project cost, whichever is less. The DDA has budgeted \$50,000 annually for the Program.
- **City of Ferndale:** a total budgeted amount of \$10,000 for grants.
- **City of Royal Oak:** Applicants can be reimbursed for up to 50% of the project cost up to \$10,000.
- **City of Lansing:** Offers three types of grant awards:
  - Transformational Improvement Award: 50% match up to \$20,000 maximum
  - Aesthetic and Maintenance Award: 50% match up to \$10,00 maximum
  - Design Program Award: 25% match up to \$2,000
- **Clinton Charter Township:** \$50,000 in budget for Facade Improvement Costs.
- **Lyon Township:** The DDA will fund up to 20% of the total project cost. The maximum amount to be reimbursed may not exceed \$20,000.

## STRATEGY #2: SITE IMPROVEMENTS PROGRAM

### Overview Snapshot

This type of grant program functions similarly to the aforementioned Facade Improvement Grant program. The major difference between this grant program and the Facade Improvement Grant Program is that grant awards can be used for any site improvement that is consistent with the DDA's goals and vision. Grants could go toward projects such as:

- Placemaking improvements
- Sidewalks and bike paths
- Utilities and infrastructure

### How it Works

This grant program would function the same way as the Facade Improvement Program.

### Examples

- **Lathrup Village:** Reimbursement of 50% of total project cost, up to \$10,000. Funds for parking lot landscaping and other landscaping improvements are eligible for a maximum award of \$2,500.
- **City of Center Line:** The DDA will award up to 50% (with a \$5,000 maximum) for general site and landscaping improvements. This includes the actual improvement costs or for rehabilitation. Projects that include green infrastructure elements are eligible to receive \$10,000.



### **STRATEGY #3: PROPERTY ACQUISITION**

#### **Overview Snapshot**

The DDA is well within its rights to purchase land within the Township. The DDA can strategically acquire vacant or development ready properties within the DDA boundary, improve the property, and sell to a private owner. Alternatively, the DDA can purchase a property and keep it to be used for public space or other means.

#### **How it Works**

This process is likely not new to the Cascade Township DDA. The purchase of property would be handled with other Township leadership, attorneys, and other applicable groups. The first step of the process would be to determine which property (or properties) the DDA would be interested in acquiring. The sale of property can be used to implement the overall Village vision.

### **STRATEGY #4: DESIGN ENGINEERING GRANTS**

#### **Overview Snapshot**

The DDA can also offer funding to cover the costs (or a selected portion of the cost) for design engineering for improvements to the DDA District. The design engineering costs can be utilized as an incentive to encourage (re)development projects. Further, the final design product would then be vetted by the DDA (and other applicable Township organizations, such as the Village Design Review Committee).

#### **How it Works**

A property owner or developer would submit for reimbursement from the DDA for the costs incurred during the design engineering phase of a new project. The DDA would issue funds (of a specific amount) back once the work is complete and the design reflects the consensus vision for the site.

#### **Examples**

- **City of Lansing:** Design Program Award, 25% match up to \$2,000.
- **City of Evart:** \$100-\$500 grant award for design engineering.
- **Imlay City:** \$500 grant award.
- **City of Center Line:** Will award 50% of the actual costs for new signage, with a maximum award of \$2,500.

### **STRATEGY #5: DEVELOPMENT AND REDEVELOPMENT GRANT PROGRAM**

#### **Overview Snapshot**

This grant program tends to be broader than the facade and site improvement grants. This grant program could set aside budget for a competitive grant process for property owners to submit for financial assistance with priming property for (re)development. This grant program is intended to offer financial solutions to assist with infill development on otherwise challenging sites. The site challenges can include wetlands, poor drainage, lack of utilities, limited accessibility, woodlands, and other features. Grant funds could be used to mitigate development impediments, to in turn, market the site for (re)development.

#### **How it Works**

The DDA would establish a budget for improvements and advertise to property owners that funding is available. Property owners would then apply for the grant and the DDA would select the award. Depending on the size of the budget, the DDA could administer as many awards as deemed appropriate.

#### **Examples**

- **Van Buren Township:** \$75,000 per development.



## **STRATEGY #6: SIGN IMPROVEMENT GRANT PROGRAM**

### **Overview Snapshot**

The DDA can offer a small-scale grant award for signage updates in the DDA boundary. This would help the DDA encourage higher quality signage within the District, most notably, along 28<sup>th</sup> Street, Old 28<sup>th</sup> Street, and Cascade Road.

### **How it Works**

The DDA would reimburse property owners for new signage placed on their property, that is compliant with a consensus design vision (and also with Township zoning standards, as applicable).

### **Examples**

- **Lathrup Village:** Reimbursement of 50% of the total sign cost, up to \$2,000.
- **Imlay City:** \$1,500 award.
- **City of Center Line:** 50% reimbursement with a total of \$5,000.

**AGENDA**  
Cascade Charter Township  
Downtown Development Authority Board of Directors  
**Informational Meeting**  
October 17, 2023  
Begins at the conclusion of the  
Regularly scheduled meeting

- ARTICLE 1.** Call the Meeting to Order
- ARTICLE 2.** Review of Projects Completed - 2023
- ARTICLE 3.** Future Plans/Projects
- ARTICLE 4.** Acknowledge Visitors and those wishing to speak
- ARTICLE 5.** Adjournment



INFORMATIONAL MEETING  
OCTOBER 18, 2022

▶ DOWNTOWN  
DEVELOPMENT  
AUTHORITY  
CASCADe  
DISTRICT

# DDA BOARD MEMBERS

## Board Members:

- Chair Jennifer Puplava
- Vice-Chair Steve Stephan
- Secretary Rene Growney
- Supervisor Grace Lesperance
- Member Rishi Makkar
- Member Rick Siegle
- Member Scott Vogel
- Member Michelle Kleyla
- Member Scott Preston

# BACKGROUND

## WHAT IS A DOWNTOWN DEVELOPMENT AUTHORITY (DDA)?

Authorized by the State of Michigan (PA 197 of 1975)

Purpose:

- Halt property value deterioration and increase property tax valuation where possible
- Eliminate the causes of deterioration
- To promote economic growth.

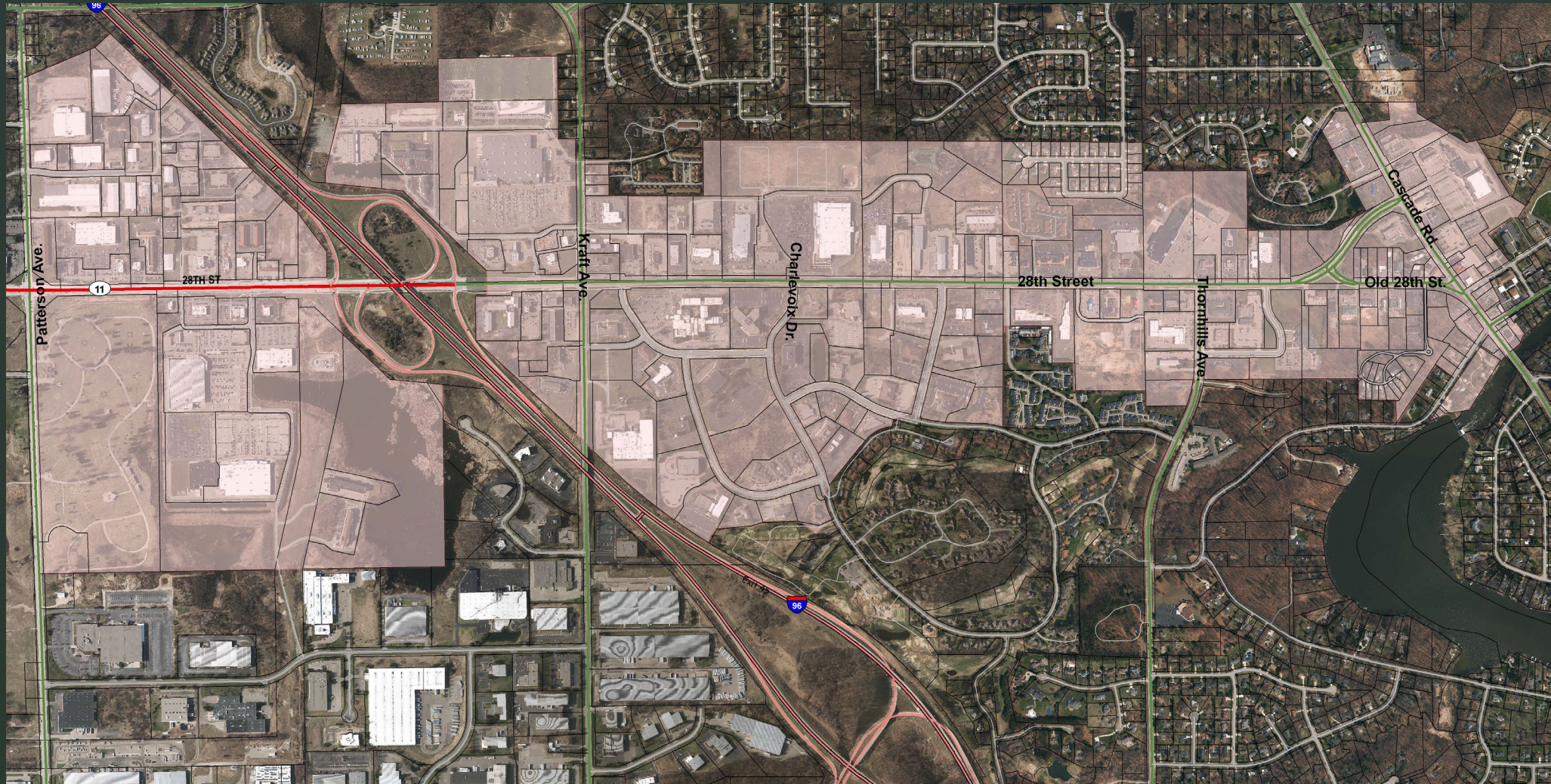
Cascade Township DDA

- Established in 1993
- Expanded in 2003 (Interchange Area)
- Expanded in 2004 (Centennial Business Park)

DDA is governed by a Board of Directors (9 members) appointed by the Township Board

- Mixture of Business owners, DDA residents and at-large residents

# DDA BOUNDARIES



# EVENTS AND PROJECTS

- Participated in the Township Strategic Plan
- Worked with McKenna to implement the DDA's Strategic Plan and to evaluate transportation options
- Voted to fund several projects:
  - Walkway for Cascade Road bridge over the Thornapple River
  - Cascade Township Library Outdoor Space
  - Bloom School (Cascade Community Foundation business educational series)
  - Landscape plantings
  - Cascade Metro Cruise Warm-Up