

Minutes

Cascade Charter Township
Downtown Development Authority Board of Directors
September 17, 2024
5:30 p.m.
2870 Jacksmith Ave. SE

ARTICLE 1. Chair Kleyla called the meeting to order at 5:31 P.M.
Members Present: Vogel, Carlson, Preston, Kleyla, Lesperance, Bingham, Makkar
(Arrived at 5:45)
Members Absent: Stephan
Others Present: Township Manager Jade Smith, Executive Assistant Jessica Stine, and those listed on the sign-in sheet.

ARTICLE 2. Approval of the Agenda

Motion was made by Member Carlson to approve the current agenda. Supported by Supervisor Lesperance. Motion carried 6 to 0.

ARTICLE 3. Approval of the Minutes of the August 20, 2024 Meeting

Motion was made by Supervisor Lesperance to approve the minutes of the August 20, 2024 meeting with the removal of Growney from the attendance. Supported by Member Vogel. Motion carried 6 to 0.

ARTICLE 4. Acknowledge visitors wishing to speak

There wasn't anyone who wished to speak at that time.

ARTICLE 5. Approve Site Improvement Grant Application-Danielle Bouchard

Bouchard followed up on her site improvement grant presentation at the last meeting by detailing the changes members had requested and how she fulfilled those requests. She noted that the grants would only be applicable to non-residential properties and increased the point value related to properties being on the Thornapple River.

Motion was made by Supervisor Lesperance to approve the Site Improvement Grant Application as written. Supported by Member Vogel. Motion carried 6 to 0.

ARTICLE 6. Ada DDA Training Recap-Michelle Kleyla

Chair Kleyla described the DDA training that Cascade and Ada had collaborated on that she attended with Member Stephan and Executive Assistant Stine. The training encouraged DDAs in different municipalities to work together on a regional level. A common problem seen in many DDAs is that people don't know what they do or why they exist. Kleyla encouraged the Township to

include more information about the DDA and TIFF plan on their website. They also would like to set aside a portion of each newsletter to write about what is happening in the DDA. The first article for that could be introducing the site grant application.

Member Makkar arrived at 5:45pm.

ARTICLE 7. Christmas Tree Lighting Subcommittee

Members talked about changes they would be interested in seeing for this year's holiday lighting in the village. Supervisor Lesperance thought the lights were too dim on the light poles. Harder and Warner will look at the tree outside Bridal Elegance, since a portion of the top was cut off, to see if there is a way to make it more aesthetically pleasing. They requested three quotes, one as a baseline of what they did last year and two higher options. They also liked the idea of allowing businesses to opt into paying for lighting through the same contractor as the Township if they didn't want to coordinate their own decoration.

ARTICLE 8. Staff Updates

- **Heritage Festival**-There were many participants and positive comments. The DDA will likely be even more involved in years to come.
- **Pedestrian Bridge**-Construction of the bridge has been delayed to material shortages for other projects the construction crew is working on. Member Makkar expressed concern that the bridge would be under construction during October, November, and/or December, three of the busiest months for small businesses. He requested construction be outside that time of year so small businesses wouldn't be as negatively impacted.
- **Tuffy Site**-Manager Smith said that they were able to find another contractor for the Tuffy Site and demolition should begin in the near future.
- **OHM**-OHM is tentatively scheduled to present to the Township Board and DDA on October 17. It will last two to three hours where OHM will explain the concept and accept feedback. They will then submit final concepts to the Township.
- **Thornapple Plaza Halloween Event**-Saturday, October 12 from 11am-2pm. DDA members are invited to attend.

ARTICLE 9. Any Other Business

Members discussed crime in the district and that there is serious criminal activity occurring. The Township has added two patrols already. They considered offering lighting and security grants and/or having local security firms present to the DDA and local businesses to learn about best practices.

ARTICLE 10. Adjournment

Motion was made by Member Makkar to adjourn the meeting. Supported by Member Vogal. Motion carried 7 to 0. The meeting adjourned at 6:46 P.M.

Respectfully submitted,

Scott Vogel, Secretary