

MINUTES

Cascade Charter Township
Downtown Development Authority Board of Directors
September 15, 2020
5:30 p.m.
Virtual Zoom Meeting

- ARTICLE 1.** Chairman Puplava called the meeting to order at 5:30 p.m.
Members Present: Growney, Siegle, DeWitt, Beahan, Stephan, Kingsland, Vogel, and Puplava.
Members Absent: Makkar
Others Present: DDA Director Sandra Korhorn, Tony Kultz from Fishbeck and Roman Wilson from Fishbeck
- ARTICLE 2. Approve the Current Agenda.**

Motion was made by Member Siegle to approve the Agenda. Supported by Member Kingsland. Motion carried 8 to 0.
- ARTICLE 3. Approval of the Minutes of July 21, 2020 Meeting.**

Motion was made by Member Siegle to approve the Minutes of the July 21, 2020 Meeting. Supported by Member Stephan. Motion carried 8 to 0.
- ARTICLE 4. Acknowledge visitors and those wishing to speak to non-agenda items. (Comments are limited to five minutes per speaker)**

No visitors came forward.
- ARTICLE 5. Discuss and Consider Lighting Options for LED Conversion**

Director Korhorn stated that the Township Board decided to move ahead with the LED conversion, replacing Lumec lights in The Village and along 28th St. Director Korhorn stated that Kleyn did install a brighter bulb into one of the fixtures on Old 28th St. after concerns that the light was not bright enough, and that a brighter bulb will help with general safety. Director Korhorn stated that a decision needs to be made tonight regarding which lamp to install, and which color (warm or cool) bulb to use.

Chairman Puplava asked Members for their comments and questions regarding which bulb to use. Member Kingsland stated

that she would prefer the cool bulb, as the warm looks very yellow in color. Member Stephan agrees that the cool bulb would look better. Member Vogel states that he believes the cool light will be more helpful in terms of safety. Member Stephan asked there is wattage difference between the lamps, Mr. Kuhtz stated that the warmer lamp is 30 watts, the cooler lamp is 45 watts. Mr. Kuhtz stated that the LED bulb will also spread light out further between fixtures than the current bulbs do. Member Siegle asked Mr. Kuhtz if the payback calculations were done with the 30 watts, or 45-watt lamp. Mr. Kuhtz stated that he believes the calculation was done using the 45-watt lamp.

Director Korhorn asked if the project should be bid out for replacement of all lights at one time, or lights in The Village area first based on bid prices. Mr. Kuhtz stated that it can be done either way. Director Korhorn stated that there is \$80,000 in the budget to complete this entire project. Member Vogel stated that if there is a cost savings by doing more or all of the work at one time, that is the option that should be taken.

Member Siegle asked Mr. Kuhtz if this process involves more work than simply replacing light bulbs, Mr. Kuhtz states that there is wiring involved. Member Stephan asked if there is a plan to donate any usable bulbs that are being removed, Director Korhorn stated that can be looked into.

Member Siegle asked what the total estimate is for the whole project, Director Korhorn stated it is \$65-70,000. Chairman Puplava asked if the expected credit is figured into the total estimate, Director Korhorn replied that it is not.

Motion was made by Member Beahan to move ahead with the recommendation of using 45 watt “cool” lamps, and to also obtain two bids for the project; one for The Village, and one for the entire project. Supported by Member Kingsland. Motion carried 8 to 0.

ARTICLE 6. Discuss Brownfield Redevelopment Authority

Director Korhorn stated that a developer reached out looking for support through the Brownfield Redevelopment Authority for a project on a contaminated parcel. Director Korhorn stated that there is an act in Michigan that allows local governments to go

through this process. Brownfield can be used for properties that are contaminated, blighted, or functionally obsolete.

Director Korhorn stated that these properties get developed or redeveloped and then put back onto the tax roll. Brownfield Redevelopment Authorities are eligible for grants and loans from Michigan EGLE (Environment, Great Lakes & Energy Dept) for projects that promote an economic development. Director Korhorn stated that this is similar to how DDA TIF works. In order for the Township to consider Brownfield projects, a local Brownfield Redevelopment Authority needs to be setup, and Director Korhorn stated that Fishbeck submitted a proposal to assist in establishing this Authority. The Township Board did review and approve the proposal from Fishbeck to move ahead with establishing the Authority.

Director Korhorn introduced Roman Wilson from Fishbeck who explained in detail what a Brownfield Redevelopment Authority is/does, and answered questions that Members had. Mr. Wilson stated that there are around 300 Authorities across the state, and can work with local DDAs to improve corridors and stimulate local economy.

Member Siegle asked Mr. Wilson if the Township can get reimbursed through the BRA (Brownfield Redevelopment Authority) program for expenses incurred setting up and managing the program. Mr. Wilson stated that yes, that is possible through an annual percentage or dollar amount in the TIF plan, or through a Brownfield Revolving Fund from state and local taxes. The estimated cost of establishing a BRA is \$4,000.

Chairman Pupilava asked Director Korhorn if Township Staff has been designated to this project yet and if she anticipates becoming the BRA Director once the program is established, Director Korhorn stated that yes, she does anticipate becoming the Director of the BRA, and states that the Township Assessor has been involved in this process to date, and will continue with involvement into the future.

Director Korhorn asked Mr. Wilson if the DDA Board can serve as the BRA Board. Mr. Wilson stated that yes, that is possible, and suggests that it also be made up from a cross section of industries as that is beneficial in reviewing projects that are submitted.

ARTICLE 7. Discuss and Consider Bus Stop Improvements

Director Korhorn stated that she has been working with representatives from The Rapid to obtain specs for the placement of shelters at bus stops that follow ADA guidelines. The Rapid has provided ridership information that can be helpful in determining where a shelter may be beneficial. Director Korhorn stated that after reviewing the provided ridership information, she has come up with the following four possible shelter locations; 28th Street and Charlevoix (westbound in front of Walmart), 28th Street and Northern (west of the interchange), 28th Street and Cascade, and 28th St. and Charlevoix (eastbound). Director Korhorn stated that she has provided links to Members for structures that The Rapid has worked with in the past, and had provided example pictures of both a full-size shelter, and narrower footprint shelter. These both range in price from \$8,000-\$12,000. Director Korhorn stated that lighting is also available to add to the shelters.

Director Korhorn stated that there was a request for a bus stop along the north side of Old 28th St, however The Rapid will not let passengers off in an area with no sidewalk. Director Korhorn was provided with a couple of possible options for relocated stops by The Rapid.

Chairman Puplava asked Director Korhorn to confirm that no current stops are set to be eliminated in the near future. Director Korhorn stated that the routes will be staying as they are at this time. Member Siegle asked what ridership numbers are at this time, Director Korhorn stated that there is on average 500 riders per week.

Chairman Puplava asked if the four stops Director Korhorn listed are ranked in order of usage, Director Korhorn stated that the stop by Walmart, and the 28th St and Northern stop are the busiest. Member Siegle asked if Walmart has been asked if they'd be interested in paying for (or partnering in paying for) the shelter in front of their store.

Member Vogel suggests reaching out to multiple businesses to sponsor the shelters near their business. Chairman Puplava suggests possible advertising for businesses that participate in sponsoring a shelter.

Director Korhorn stated that aside from the shelters, trash cans are almost a must as there is often trash sitting at stops along 28th Street. Member DeWitt asked Director Korhorn who is responsible for maintaining the stops and changing the trash can bags, Director Korhorn replied that the Township Buildings and Grounds crew does/will continue do this.

Member Growney suggests starting with the installation of one shelter. Member Siegle questions if the cost to the Township in exchange for ridership is beneficial to the community. Chairman Puplava agrees that installing one shelter to see if ridership numbers increase is a good idea. Member Kingsland suggests sharing ridership numbers from the Meijer stop to Walmart to gain their interest in partnering with the DDA to cover the cost of a shelter, Member Siegle suggests asking Walgreens as there may be a shelter placed near their store. Member Beahan is in agreeance.

Director Korhorn stated that The Rapid gave the option to remove the stop that is mid-block in front of Walgreens and relocating it to the corner of 28th Street and Cascade Road near the traffic light, and then putting another stop in near the Citgo gas station to get riders closer to the Old 28th Street corridor. Member Kingsland states that those two intersections are already very busy or too small without adding a bus stop to them. Chairman Puplava asks Members if any are in favor of potentially moving the stops. Member Beahan stated that he believes the stops to be a fair distance as they are now.

Motion was made by Member Kingsland to table this discussion until more information is available about potentially partnering with local businesses to share the cost of bus stop shelters. Supported by Member Growney. Motion carried 8 to 0.

ARTICLE 8. Discuss MadeinCascade Campaign

Director Korhorn states that this has been around for a couple of years, and that she was contacted by a business owner that would like to see a campaign based around the MadeinCascade brand. Director Korhorn stated that this business owner suggested that there be a small sign campaign once a month in front of businesses with the information about the MadeinCascade brand.

Director Korhorn stated there is a Business Guide that is used, the Business Spotlight, the MadeinCascade website; this has been pushed out on the Township website, on the Township Facebook page, and in the Township newsletter. Director Korhorn states that “swag” such as cloth grocery bags, decals, pens, etc. have been discussed before, and believes that if businesses also advertise, MadeinCascade will become recognized more.

Member Growney suggests that the campaign logo be put on stickers and then placed on the doors of MadeinCascade businesses. Member Stephan suggests adding a QR Code to the sticker that links to the website or brochures would be beneficial, and will also reduce the amount of paper copies to be distributed.

ARTICLE 9. Any Other Business

a. Update – District Planning Activities

Director Korhorn states that the Fox Subaru dealership is expanding, with construction happening now; Robinson Dental has been through the Planning Commission process to develop behind Goodwill; and there has been the addition of a couple small fitness centers.

Member Stephan asks about the Lower Village Public Engagement Sessions. Director Korhorn stated that the turnout was good and that public input has been gathered and will be reviewed by Staff at an upcoming meeting. An open house to review the final conceptual plan is scheduled for October 15th, location to be determined.

b. Informational Meeting – October 20th

The second required Informational Meeting of the year is scheduled for October 20th, and will likely be held after the regular DDA Meeting.

Motion was made by Member Beahan to adjourn. Supported by Member Siegle. Motion carried 8 to 0. Meeting was adjourned at 6:45 p.m.

Respectfully submitted,
Diana Kingsland, Secretary