

**MINUTES**  
Cascade Charter Township  
Downtown Development Authority Board of Directors  
October 20, 2020  
5:30 p.m.  
Virtual Meeting

- ARTICLE 1.** Chairman Puplava called the meeting to order at 5:30 p.m.  
Members Present: Stephan, Beahan, DeWitt, Vogel, and Puplava.  
Members Absent: Growney, Makkar, Siegle, Kingsland  
Others Present: DDA Director Sandra Korhorn, and Trevor Bosworth from Viridis Design.
- ARTICLE 2. Approve the Current Agenda.**  
  
**Motion was made by Member Beahan to approve the Agenda. Supported by Member Stephan. Motion carried 5 to 0.**
- ARTICLE 3. Approve the Minutes of September 15, 2020 Meeting.**  
  
**Motion was made by Member Beahan to approve the Minutes. Supported by Member DeWitt. Motion carried 5 to 0.**
- ARTICLE 4. Acknowledge visitors and those wishing to speak to non-agenda items.**  
  
No one came forward.
- ARTICLE 5. REMOVE FROM TABLE – Discuss Bus Stop Improvements**  
  
**Motion was made by Member Beahan to remove the Bus Stop Improvements Discussion from the table. Supported by Member Stephan.**  
  
Director Korhorn reminded Members that this was from the September meeting, and involved adding benches, shelters, trash can, or other improvements to area bus stops. Director Korhorn stated that the DDA Board asked her to talk with area business to see if they'd be interested in partnering with the DDA to cover some of the cost. Director Korhorn stated that she did reach out,

and at this time there has been no communication back from any of those businesses. Director Korhorn stated that she would be willing to continue this effort, and would like the Board to decided on a couple of options so that she can provide a cost estimate to the businesses.

Chairman Puplava asked Director Korhorn if in addition to asking businesses if they would like to partner to cover the cost of a shelter, if they thought their business may benefit from having a shelter at a bus stop near their location. Director Korhorn stated that she did not ask that specific question, but can if the responses would be helpful in determining what to put up and where. Member Vogel stated that he believes having a formal discussion with actual costs and ridership numbers may entice buy-in from business that may benefit from having a structure nearby. Member Beahan states that he thinks installing one shelter at the Walmart location as soon as possible due to the 8-12 week installation time frame is a good start to this process. Member Stephan agrees with Member Beahan, and believes that getting local businesses to support this project may be difficult, so Director Korhorn spending a lot of time on this project may not be needed.

Chairman Puplava stated that she believes one shelter should be ordered for the Walmart location while also still attempting to form a partnership with them.

**Motion was made by Chairman Puplava to order one shelter for the Walmart bus stop per the recommendation from Fishbeck for that location. Supported by Member Beahan. Motion carried 5 to 0.**

**ARTICLE 6. Discuss and Consider Lower Village Plan**

Director Korhorn stated that Viridis has put together a preferred concept for the Lower Village area that includes two properties at the intersection of Cascade Road and Thornapple River Drive. This plan was put together from comments from two public engagement sessions that were held at that location (Tassell Park) in August. Director Korhorn stated that if Members are comfortable with the plan, she would like them to make a recommendation and pass it on to the Township Board.

Director Korhorn displayed the plan and invited Trevor Bosworth from Viridis Design Group to present and discuss the plan with Members. Mr. Bosworth states that there were roughly 15 components offered to be ranked by residents in order of preference in the plan, and that residents would like this space to be very flexible in nature, with a plaza being able to be utilized for many different uses. Additional parking and barrier free access to the river are both high priorities for residents.

Member Stephan asked if the Veterans Memorial will be moving to this space from the library as this was an option previously discussed. Mr. Bosworth stated that residents expressed greater interest in having a holiday tree and/or a revolving public sculpture in the area.

Member Stephan asked if seating will be moveable/flexible, or poured into the pavement near and under the pavilion. Mr. Bosworth stated that residents would like to see seating be flexible, and there be an option for seating to be brought in by vendors if desired. Managing seating options on a day-to-day basis is something the Township and DDA will need to keep in mind as this project progresses.

Member Stephan asked where else lighting will be located besides the shown common area. Mr. Bosworth stated that there will also be lighting on the underside of the shelter, and that existing street lighting will be extended along the right of way edges. There will also be power pedestals for event lighting.

Member Stephan asked if there is a liability concern due to the multi-level concrete seating shown on the plan. Mr. Bosworth stated that appropriate lighting would be in the area, and that changes to the height of the seats, along with an added pathway with step lighting has been discussed.

Member Vogel stated that he believes this plan and its amenities will really set the tone for future projects in the area, and that it is important to make sure it will compliment and work well with these future projects.

**Motion was made by Member Beahan to introduce this plan to the Township Board for consideration. Supported by Member DeWitt. Motion carried 5 to 0.**

**ARTICLE**

**7. Discuss and Consider QR code – madeincascade Campaign**

Director Korhorn stated that Hunter Zuk (Sabo PR) assisted her in coming up with signage and decals for the project. There is the option of having a free QR code, or dynamic QR code. Director Korhorn stated that the free code will now allow for any edits or any analytics. The dynamic code will provide both of these. The cost of the dynamic code is \$5 a month, and will allow for the creation of two QR codes if an extra one is desired in the future. Director Korhorn stated there will be additional cost involved in having the QR code printed on signage and/or window decals for business in the District.

Chairman Puplava stated that she likes the idea of having a QR code, especially now since many businesses have converted their menus to a QR code and believes people are more familiar with using them. Chairman Puplava then states that if analytics are collected, and privacy policy will need to be added to the website to state what is being done with the information that is collected.

Member Vogel states that the content and information behind a QR code needs to be strong and continuously relevant in order to keep public interest, and to also be beneficial to businesses in the community.

Director Korhorn stated that the QR code would lead to the madeincascade website, and then have links to individual business websites and Facebook pages for easy access to consumers.

Director Korhorn shared images of the two options for signs to be Placed inside of businesses, discussion of the two followed, the option without a map was favored.

Director Korhorn shared images of the two window decals that can be used, discussion of the two followed, the option with a clearer explanation of where the QR code leads was favored.

Member Stephan asked who would be following analytics gathered by the QR code, Director Korhorn stated that it would likely be herself and Hunter Zuk.

Member Vogel asked how rollout of this project would happen,

Director Korhorn stated that she would likely be doing the footwork and business visits while also explaining the madeincascade website to those businesses that are not already participating. Information about this can also be pushed out via social media and email, Director Korhorn states.

**Motion was made by Member Beahan to move forward with this project. Supported by Member Vogel. Motion carried 5 to 0.**

**ARTICLE 8. Discuss Gathering Space Plan – Status**

Director Korhorn stated that the fundraising committee met with Justin Swan from the Cascade Community Foundation earlier this year to discuss the process for raising funds for this project, and how to get the community involved. Since Covid has slowed this process down, Fishbeck began working on renderings of this project for fundraising purposes, and hopes to have them ready around mid-November, Director Korhorn states.

Director Korhorn stated that Vanessa (branch manager at the Cascade Library) is very interested in what is happening with this project, and believes it will help with their limited play and program space. Director Korhorn stated that once the renderings are complete, she will meet with Vanessa again to review them and to discuss the Friends Group, their interest and potential financial contribution for the project. Director Korhorn stated that Vanessa indicated she is putting a placeholder in their budget for this project.

Director Korhorn states that she believes a plan to move forward should be made by either having a joint meeting with all involved Boards and Commissions, or by putting together a new committee. This group would discuss the final plan, financing, fund raising, etc.

Chairman Pupilava states that she believes beginning with a joint meeting to gather input and buy in from each involved party is a good way to begin this process, and then that will hopefully result in each party selecting a member to create this new committee. Member Stephan agrees that this will be a good way to gauge prospective involvement.

Member Stephan asks if the Gathering Space will have any sort of competition with the Lower Village project. Chairman Pupilava

stated that she believes them to be different types of projects with different uses, and that the Lower Village project may be many years out still.

Member Vogel states that it needs to be very clear on the “why” for the need for each space, and how they can connect for a positive outcome.

**ARTICLE 9. Any Other Business**

**a. Update - District Planning Activities**

Director Korhorn updated the progress of the car dealerships on 28<sup>th</sup> Street, and states that the brands are separating and will each have their own building. Hamburger Mary’s is moving into the Blue Moose property, so that space will be occupied soon.

Member Stephan asked if there has been any interest with the Pizza Hut building, Director Korhorn stated that she has not heard of anything yet.

Member Vogel asked if there is anything that needs to be done to help businesses this winter due to Covid restrictions. Director Korhorn stated that there was a temporary outdoor use policy passed by the Board in June that allowed businesses to have extra seating outside and into their parking lots. This expires November 1<sup>st</sup>, and will be proposed to the Board to be extended.

**b. Update on LED Streetlight Conversion**

Fishbeck provided an update to the project and stated that lead time for the conversion kits is 16-18 weeks, so Director Korhorn states this will be a spring project now for sure.

Member Stephan asked if the Christmas Tree lighting will happen this year in regards to Covid, Member Beahan stated that decorations will still go up as usual, but there will not be a public lighting celebration.

**Motion was made by Member Stephan to adjourn. Supported by Member DeWitt. Motion carried 5 to 0. Meeting was adjourned at 6:45 p.m.**

Respectfully submitted,  
Diana Kingsland, Secretary

The DDA held a scheduled Informational Meeting after the conclusion of the regularly scheduled 10/20/20 Meeting.

**ARTICLE 1. Chairman Puplava called the Meeting to order at 6:46pm.**

**ARTICLE 2. Acknowledge visitors and those wishing to speak.**

No visitors came forward.

**ARTICLE 3. Review of Projects Completed over the Last Year**

Director Korhorn stated that the Centennial Park Streetscape Project that was started in 2019 is finishing up after streetlight installation and new grass growth. The Cascade Road Pathway has been started; with the DDA responsible section ending near the Cascade Hospital for Animals. This was part of a pathway millage voted on in 2018 and should be wrapping up this year. Director Korhorn stated that the Lower Village Plan is in its final stages. The DDA has also funded The Rapid bus service for the last year (2020).

**ARTICLE 4. Future Plans/Projects**

Director Korhorn stated that the Gathering Space Project, bus stop improvements, and the LED streetlight conversions from the current Lumec lighting (a 2021 project) are all projects currently being worked on.

Events next year possibly include the Cascade Metro Cruise Warmup, Sunday Afternoon Live concert series and Family Nights that are both held at the library. The Family Nights concert series are held where the Gathering Space is planned to be built, and the DDA has always been a sponsor of these events. Director Korhorn stated there may be tactical urbanism implemented into the community. This uses natural features and common elements to see if a plan works before spending money on big infrastructure.

**ARTICLE 5. Adjournment**

**Motion was made by Member DeWitt to adjourn the Informational Meeting. Supported by Member Beahan. Motion carried 5 to 0. The Meeting was adjourned at 6:52pm.**