

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday July 18, 2017
5:30 P.M.
Cascade Library – Wisner Center

ARTICLE 1. Chairman Huhn called the meeting to order at 5:30 P.M.
Members Present: Huhn, Beahan, Kingsland, Puplava, Ridings, Siegle and Stephan
Members Absent: Rowland and Smith
Others Present: DDA Director Sandra Korhorn, and those listed on the sign in sheet.

ARTICLE 2. Approve the current Agenda.

Motion was made by Member Puplava to approve the Agenda. Supported by Member Siegle. Motion carried 7 to 0.

ARTICLE 3. Approve the Minutes of the May 16, 2017 Meeting.

Motion was made by Member Beahan to approve the Minutes as presented. Supported by Member Ridings. Motion carried 7 to 0.

ARTICLE 4. Acknowledge visitors and those wishing to speak to non-agenda items.

Mr. Mike Kasmauskis came forward on behalf of Centennial Business Park to let the members know that the banners approved by the Board have been placed at a cost of \$3,100. They look great and everyone is very pleased.

ARTICLE 5. Discuss and Consider Branding/Marketing Proposals

Director Korhorn stated that at the May meeting, she presented an RFP for a branding/marketing plan for the DDA district. The RFP's were mailed and two proposals had been received for the Board's review. One from New Moon Visions and one from Q+M. The goal of the plan is to highlight the features of our community with the result of attracting citizens, businesses and other entities to the different areas of our Township and to enhance Cascade's overall quality of life.

She asked a small group of staff and DDA board member to review the proposals and while one seemed to stand out ahead of the other, she wanted to present both proposals to the entire board for review and discussion.

Director Korhorn stated that it was her goal to have a decision by the Board today so the recommendation could be placed on the Township Board's July 26 agenda. However, if more time was needed, to maybe do interviews with both companies, then the timeline would be pushed back.

Discussion commenced. Members Ridings, Pupilava, and Stephan all gave their thoughts on both proposals. These three members were part of Director Korhorn's group which reviewed the proposals.

Comments from all members revolved significantly around cost, timeline and quality of work.

Motion was made by Member Pupilava to approve the proposal submitted by Q+M and to send this recommendation to the Township Board. Supported by Member Ridings. Motion carried 7-0.

ARTICLE 6. Discuss Future Projects

Director Korhorn stated that at the May meeting potential future projects were discussed. The project list from the joint meeting (between the DDA and the Township Board) in 2015 revealed that the gateway entry signs are high on the priority list, as was the purchase of riverfront property. Also discussed, were a couple of sidewalk/streetscape projects:

1. Centennial Park – Orchard Vista loop;
2. Patterson Avenue – 28th St. north to Patterson Ice Arena; and
3. Cascade Road – 28th Street to Cascade Villas (this project would be best completed with the Township Board to finish this walk from Cascade Villas to Burton Street).

Director Korhorn stated that the members decided at that meeting to obtain pricing for the Patterson and Orchard Vista loop and the Cascade Road sidewalk discussion was tabled for the time being.

Director Korhorn obtained pricing from the Township Engineer regarding the Centennial Park and Patterson Avenue sidewalks. The Orchard Vista loop came in at a cost of \$725,000 (this included street lights, trees, and sidewalks). The Patterson Avenue project came in at \$300,000.

Discussion commenced concerning cost and which project would have the most impact.

First, it was decided to wait on the gateway signs until branding for the DDA has been completed. Of the Orchard Vista loop and the Patterson Avenue project, it was decided that the Orchard Vista loop seemed the most logical. However, the members asked Director Korhorn to acquire additional pricing for completing the inside loop vs. the whole loop before they come to a decision.

ARTICLE 7. Any other business.

- a. Update on Planning Activities
- b. Tree Cutting in Village.

Director Korhorn stated that 5 trees were identified as bad and an estimate of \$1,800 was received. At this time, there is no timeline on when they will come down.

ARTICLE 8. Adjournment.

Motion was made by Member Kingsland to adjourn. Supported by Member Ridings. Motion carried 7 to 0. The meeting was adjourned at 6:30 p.m.

Respectfully submitted,
Diana Kingsland, Secretary