

AGENDA
Cascade Charter Township
Downtown Development Authority Board of Directors
October 17, 2017
5:30 p.m.
Cascade Library Wisner Center
2870 Jacksmith Ave. SE

- ARTICLE 1.** Call the Meeting to Order
Record the Attendance

- ARTICLE 2.** Approval of the Agenda

- ARTICLE 3.** Approval of the Minutes of September 19, 2017 Meeting

- ARTICLE 4.** Acknowledge visitors and those wishing to speak to non-agenda items *(Comments are limited to five minutes per speaker)*

- ARTICLE 5.** Presentation and Discussion of Draft Marketing Plan

- ARTICLE 6.** Discuss Bus Funding

- ARTICLE 7.** Discuss Future Projects

- ARTICLE 8.** Any Other Business
 - a. Update on Planning Activities

- ARTICLE 9.** Adjournment

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday September 19, 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, Rowland, Siegle, and Stephan
Members Absent: Ridings 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, minus Article 7. Supported by Member Kingsland. Motion carried 7 to 0.

ARTICLE 3. Approve the Minutes of the August 15, 2017 Meeting.

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

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

No one came forward.

ARTICLE 5. Discuss Future Projects

Director Korhorn stated that at the August meeting, the DDA Board asked the Township Engineer to look at the cost breakdown of the Orchard Vista Streetscape outside loop to see if the cost estimate was on target.

Ryan LaReau (engineer) and Tony Kuhtz (electrical engineer) ran a new estimate for the outside loop. Mr. LaReau did a full quality take off on expected items and ran the unit prices to come up with a more reliable estimate than the cost per foot method. The numbers are fairly close, but Mr. LaReau added a little healthier contingency. The estimated cost comes in just shy of \$600,000. This estimate also assumes light fixtures similar to the ones that are in the rest of Centennial Park, however, may want to look at a different manufacturer given the issues that happened with the other lights. A good match could probably be found.

In addition to the sidewalk project, Director Korhorn also suggested a possible road project in Centennial Park. The Kent County Road Commission ("KCRC"), in their evaluation of township roads, has said the roads in Centennial Park rate at either "poor" or "fair" condition and are in need of being reconstructed. The Centennial Park Master Plan shows road updates or features throughout the park. They include boulevards on Lucerne, Charlevoix, Coach and Foremost Drive, roundabouts on Foremost Drive, Charlevoix and Tahoe and some road narrowing. The thought was, if the KCRC is

redoing the road in the park, it would be a good time to partner and complete some of these road beautification projects. Mr. Berrevoets was in attendance to discuss the sidewalk and road projects and give rough estimates.

Mr. Berrevoets stated that the outside loop estimate was, as stated by Director Korhorn, just shy of \$600,000. Three roundabouts would be approximately \$350,000 each. Overall, the entirety of the projects could reach \$2.5 million with inclusion of the road projects.

Mr. Wiersma of Centennial Park gave his input concerning the projects and stated that the businesses would like to see the sidewalks completed. He spoke to the possibility of the businesses partnering with the DDA to help with the costs. The Centennial Park Association is a volunteer organization and any money toward these projects from the businesses would be purely voluntary. However, they will be working with Director Korhorn to see where they can help to make Centennial Park even better.

The Board was in agreement that Centennial Park was a priority for the DDA. However, it was decided there was not enough in the DDA budget to complete the outside loop at a cost of \$600,000, which then led to a discussion about a more comprehensive project, doing roundabouts, road projects and sidewalks. Many questions emerged such as (1) is it too big a project to consider at this time; (2) can it be done with a bond; and (3) can the Board get more of a definite commitment from the owners and businesses in the Park

Motion was made by Member Pupilava to table funding for these projects until the following is accomplished:

- 1. Wait for a comprehensive list of all projects to consider funding (not just Centennial Park);**
- 2. Get a more detailed DDA budget;**
- 3. Acquire more accurate numbers for the Centennial Park projects; and**
- 4. Acquire bond information as a possibility for the Centennial Park projects.**

Supported by Member Rowland. Motion carried 7 to 0.

ARTICLE 6. Discuss Metal Fence on Cascade Road

Director Korhorn stated that at the prior meeting, she presented this issue and the Board asked for some additional information before they could make a decision on the fence. The property owner at 6883 Cascade Road contacted her with regards to the metal fence located along his property frontage. The tenants in the building would like the fence removed. The same fence is on the South (or West) side of Cascade Road through the village. The fence was installed back in the late 90's or early 2000's as a way to create more of a "village" ambiance in the area. A few years ago, the fence near Bridal Elegance was hit by a car and damaged. Maintenance wise, the fence is in rough shape, paint chipping, plants that grow seasonally and look terrible the rest of the year. Director Korhorn suggested that the Building and Maintenance Department may be able to remove the fence without cost to the DDA.

Discussion followed concerning, the decrepit look of the fence, whether it should be replaced, taking it out completely and doing nothing, taking out both sides of fence vs. just one side and who would do the work.

Motion was made by Member Kingsland to remove the fence on the East side of Cascade Road for now, leaving the fence on the West side of Cascade Road and also to find out first if building and maintenance can remove the East side without cost to the DDA. Supported by Member Pupilava. Motion carried 7 to 0.

ARTICLE 7. Discuss Bus Funding

Removed from Agenda for lack of additional information.

ARTICLE 8. Any Other Business

- a. Update on Planning Activities
- b. Library Concert Series

ARTICLE 9. Adjournment.

Motion was made by Member Beahan to adjourn. Supported by Member Pupilava. Motion carried 7 to 0. The meeting was adjourned at 7:00 p.m.

Respectfully submitted,
Diana Kingsland, Secretary

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Presentation and Discussion of Draft Marketing Plan

Meeting Date: October 17, 2017

Nancy Shore of Q+M will be at the meeting to present a draft of the Marketing Plan. She will bring some printed copies of the slides and the concepts to the meeting.

They will be presenting 3 logo/branding concepts as well as some mock ups of some of the items they suggest in the plan. At the end of the meeting, Q+M wants to leave the board with a strong understanding of what they are proposing and why so we can discuss and determine our future direction.

The initial feedback they receive from us will help shape the final Marketing and Branding Plan document.

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director SKK

Subject: Discuss The Rapid Bus Funding

Meeting Date: October 17, 2017

If you recall, the Township Manager came to the DDA meeting in November, 2016 and made a presentation concerning the 3-year pilot program of the line haul bus service on 28th Street through The Rapid. The Township Finance Committee, was interested in the DDA incurring a larger share of the cost of the service. The initial agreement was that the Township General Fund would cover 75% of the cost of the service and the DDA would cover 25% of the service.

At that meeting, it was suggested that an ad hoc committee be put together consisting of the DDA Board and the Township Board to discuss the benefits of the service and options for funding. The bus committee has met a few times to begin the conversation.

I will have more information at the meeting, but we will discuss funding for the 2018 fiscal year and should begin the conversation about funding of the service after the three-year pilot program is over. We are into year two of the service.

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Discuss 2018 and Future DDA Projects

Meeting Date: October 17, 2017

At the past few meetings we have been discussing future projects in the DDA district. The main project we were focusing on has been the sidewalk loop on Orchard Vista, in Centennial Park. At the last meeting, we also discussed making some road improvements in Centennial Park in addition to the sidewalks.

While I believe we should continue that discussion, any sidewalk and/or road improvements would not take place until 2019. However, in order to plan and budget and work in conjunction with the Kent County Road Commission, the DDA board will need to make a decision by February, 2018.

Other potential projects include:

1. Sidewalk extension on Cascade Rd. from Independent Bank to Cascade Hospital for Animals
2. 28th St. Mid-Block Crossing
3. Gateway Signage
4. Village Gateway Improvements
5. Path from Tassell Park to Library
6. Purchase of Riverfront Properties

For 2018, I placed the following in the budget:

1. Seal the Stamped Concrete – when we installed the stamped concrete in the village we were told that we should seal it every couple of years so it maintains its vibrancy.
2. Bus Service
3. Cascade Metro Cruise Warmup
4. Cascade Library Concert Series & Summer Events
5. Streetlight Painting
6. Purchase of Additional Holiday Decorations
7. Marketing Materials