

AGENDA
Cascade Charter Township
Downtown Development Authority Board of Directors
November 13, 2018
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 August 28, 2018 Meeting

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

- ARTICLE 5.** Discuss 2019 and Future DDA Projects

- ARTICLE 6.** Discuss Holiday Decorations for the Cascade District

- ARTICLE 7.** Discuss Cascade District Events/Marketing Tools

- ARTICLE 8.** Consider 2019 Meeting Schedule

- ARTICLE 9.** Any Other Business
 - a. Update on Planning Activities

- ARTICLE 10.** Adjournment

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday, August 28, 2018
5:30 P.M.
Cascade Library – Wisner Center

ARTICLE 1. Chairman Puplava called the meeting to order at 5:30 P.M.
Members Present: Beahan, DeWitt, Kingsland, McNeil-Chapman, Puplava, Ridings, Siegle, Stephan
Members Absent: Makkar
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 Beahan to approve the Agenda. Supported by Member Siegle. Motion carried 8 to 0.

ARTICLE 3. Approve the Minutes of the June 19, 2018 Meeting.

Motion was made by Member Ridings to approve the Minutes as presented. Supported by Member Siegle. Motion carried 8 to 0.

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

No one came forward.

ARTICLE 5. Discuss and Consider Centennial Park Road & Sidewalk Improvements.

Director Korhorn stated that staff has met with Kent Co. Road Commission regarding the street and sidewalk project. Initially they wanted 16" lanes which resulted in some narrow median widths. After another meeting they agreed to narrow the lane to 15' and shorten a couple median widths. The revised plans were viewed and discussed. The sidewalk and streetlight project will be bid separately.

The DDA and Township will be bonding for their portion of the project. The project is scheduled for 2019.

Motion was made by Member Kingsland to approve the recommendation from the DDA that the project move forward to the Board. Supported by Member DeWitt. Motion carried 8 to 0.

ARTICLE 6. Discuss and Consider Purchase of Property at 2842 Thornapple River Dr. SE

Director Korhorn stated the property at 2842 Thornapple River Dr (Cascade Gallery) has been for sale for a while. There have been comments about acquiring properties along Thornapple River Dr for future development.

The property is 0.08 acres or roughly 3,485 Square feet and is zoned B1, Village Business District. The property owner is asking \$299,000. The assessing department has it assessed at \$172,000. The DDA hired an appraiser who valued it at \$240,000.

Discussion regarding options for the property such as a rental, parking lot, teardown or acquiring additional property in that area.

Members decided not to take action, but to keep an eye on the property.

ARTICLE 7. Discuss Family Nights at the Library Series

Director Korhorn stated the DDA supported this series financially and donated \$1,400 for this event. The average head count was approximately 150.

Positive discussion for increasing attendance by using social media and possibly adding a few concerts. Director Korhorn will get with Vanessa at the Library for planning.

ARTICLE 8. Discuss holding a Taste of Cascade Event

Director Korhorn discussed with Township Manager regarding a Taste of Cascade Event to be held annually on July 3rd, as the tents are already set up for the 4th.

There was discussion regarding what day of the week the 3rd falls on every year and if local businesses would be interested in participating depending on if the 3rd falls on a weekday or weekend. Would tickets be purchased and how would that be done? Clean up would be done by the Township.

Director Korhorn will canvas local businesses to get feedback on date and times.

ARTICLE 9. Discuss holding a Tree Lighting Event

Director Korhorn stated that there is a Christmas Tree Lighting Event along with Santa Claus coming in by fire truck held the Sunday evening after Thanksgiving put on by the Historical Society at the museum.

Would the DDA like to hold other activities at the same time? Mrs. Claus, reindeer or carolers were some ideas.

Director Korhorn will check into these things as well as talk to the Historical Society.

ARTICLE 10. Any Other business

a. Update on Planning Activities

Slim Chicken restaurant is going into the old Don Julio building on 28th St.

Chip sealant is being put down on some township roads to extend the life of the new tar.

Director Korhorn will meet with the Building & Grounds dept. to plan a spot in the Museum garden for the Christmas Tree.

Director Korhorn suggested putting up new snowflake brackets on light poles along Thornhills, Jacksmith and Thornbook and the members agreed.

Metro Cruise warmup was a success. There was great attendance and good weather and are making plans for next year's 10th anniversary.

Shriners Parade is on Sept 22, same route as the 4th. Parade starts at 10 AM.

ARTICLE 11. Adjournment.

Motion was made by Member Beahan to adjourn. Supported by Member Ridings. Motion carried 8 to 0. The meeting was adjourned at 6:50 p.m.

DDA MEMORANDUM

To: Cascade Township DDA Board

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

Subject: Discuss 2019 and Future DDA Projects

Meeting Date: November 13, 2018

The main project we are focusing on for 2019 has been the sidewalk loop on Orchard Vista as well as some road improvements in Centennial Park.

We have one rollover project from 2018. The sealing of the stamped concrete in the village will be completed in the spring. The weather has to be just right for this to be done and fall did not cooperate with its cooler temps and rain.

A few standouts for the 2019 budget include:

1. Bus Service - \$128,000
2. Cascade Metro Cruise Warmup - \$7,000
3. Bucket Truck - \$15,000
4. Purchase of Additional Holiday Decorations - \$15,000
5. Marketing Materials - \$20,000

Other potential projects include:

1. Community Gathering Space – This item is in the 2019-2024 CIP for 2020. This item came up often during the master plan meetings.
2. Sidewalk extension on Cascade Rd. – 28th St. to CHFA. This extension was part of the pathway millage, which passed on Tuesday. The DDA would be responsible for the sidewalk in the District.
3. Path from Tassell Park to Library – This came up often during the master plan meetings.
4. Purchase of Riverfront Properties – This item is in the 2019-2024 CIP
5. 28th St. Mid-Block Crossing
6. Gateway Signage
7. Village Gateway Improvements

DDA MEMORANDUM

To: Cascade Township DDA Board

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

Subject: Discuss Holiday Decorations for the Cascade District

Meeting Date: November 13, 2019

We have been ordering holiday decorations the past few years to decorate the Cascade District. We have 79 snowflakes that we hang in the village and along Jacksmith Dr. We have also ordered 72 stringlights (17 white, 55 multi) to hang on the streetlights as well as 2 trees.

Bronner's has a sale at the beginning of the year that generally runs until the end of February. We should discuss if the DDA would like to order some additional decorations to continue decorating the District.

DDA MEMORANDUM

To: Cascade Township DDA Board

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

Subject: Discuss Cascade District events/Marketing tools

Meeting Date: November 13, 2018

At the August meeting we discussed a few upcoming events for the Cascade District. I wanted to mention these events to you and discuss some potential events for 2019.

- Tree Lighting Ceremony - Sunday, November 25 at 5:00 p.m. at the Museum Gardens Park. Santa will arrive around 5:00, treats, coloring books/crayons for the kids, The Original Dickins Carolers will perform at the event.
- Sunday Afternoon Live Concert Series – Cascade Library Wisner Center at 2:00 p.m. One Sunday/month, schedule is on the website.

Some events that we are planning for 2019:

- Family Night at the Library – Thursday night family friendly events
- Cascade Metro Cruise Warmup – 10-year anniversary

Potential 2019 Events:

- Taste of Cascade
- July 3rd Event

Marketing Tools: We continue to update the Business Guide for visitors as well as residents. The madeincascade.org website is up and running. The DDA has purchased some coloring books/crayons with our website/logo on it to hand out at the tree lighting ceremony. I am also looking into purchasing some fabric grocery bags with our logo/website on them to hand out and have been speaking with the businesses about placing coupons in the bags as well.

DDA MEMORANDUM

To: Cascade Township DDA Board

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

Subject: Consider 2019 Meeting Schedule

Meeting Date: November 13, 2018

Attached is a tentative DDA meeting schedule for 2019. Meetings are held on the 3rd Tuesday of the month. The dates below reflect this. However, there are a couple of changes proposed for 2019.

We are scheduling 2 joint meetings with the other boards and commissions (Planning Commission, ZBA, Township Board, Parks Committee). These are being scheduled to discuss master plan projects and projects for the future. The meetings will be held at 5:30 p.m., with the exception of one joint meeting, which will take place at 7:00 p.m. They are listed on the schedule below.

This schedule will have to be approved at the meeting.

The schedule is as follows:

- January 15
- February 19
- March 19
- April 16
- May 21* (Joint Meeting at 5:30)
- June 18
- July 16
- August 20
- September 17
- October 15 & 21* (Joint Meeting on Monday at 7:00 p.m.)
- November 19
- December 17