

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday, January 15, 2019
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, Growney, Stephan
Members Absent: Siegle, 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 Kingsland. Motion carried 6 to 0.

ARTICLE 3. Approve the Minutes of the November 13, 2018 Meeting.

Motion was made by Member Beahan to approve the Minutes as presented. Supported by Member DeWitt. Motion carried 6 to 0.

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

None

ARTICLE 5. Review the 2019 Budget

Director Korhorn started with a review of the bigger items that are included in the 2019 budget.

There is \$128,000 for the Rapid bus service. Repairs and maintenance are budgeted at \$78,000. Special projects such as a bucket truck, holiday decor, and marketing material are budgeted at \$50,000. There is \$7,000 in the budget for the 2019 Metro Cruise warm up.

Member Stephan arrived at this time.

ARTICLE 6. Discuss 2019 and Future DDA Projects

Director Korhorn stated the main project that will be focused on for 2019 is the sidewalk loop in Centennial Park on Orchard Vista, and that it will include street lights, sidewalks, and medians at each of the park entrances as well as four internal medians. This is expected to be a fall 2019 project.

A rollover project from 2018 is the sealing of the stamped concrete crosswalks in the village. It could not be completed last fall due to uncooperative weather conditions.

Other future projects may include:

A community gathering place/pavilion on the lawn at the library.

The sidewalk extension on Cascade road that is included in the pathway millage, but there is no timeframe at this point. Cost for that project may be between \$300,000-\$400,000.

A potential path from the Wisner Center to Tassel Park that runs behind the businesses on Old 28th St. has also been a topic of conversation during Master Plan Meetings.

The purchase of riverfront properties for redevelopment in that area.

A 28th St. midblock crossing near the Crowne Plaza.

Gateway signage and village gateway improvements.

Director Korhorn stated that the art gallery has tentatively been sold, and the potential buyer has been discussing future redevelopment and possible office space.

Director Korhorn then stated that the Starbucks going into the Thornapple Center (exact timeline still unknown) has led to business owners meeting and discussing the need for a refresh in that area. The RX Optical will become a standalone building.

ARTICLE 7. Discuss Holiday Decorations for the Cascade District

Director Korhorn started by stating that the holiday decorations have been being restocked over the past couple of years. There are currently 79 snowflakes, 72 string lights, and 2 Christmas trees.

For the 2018 holiday season, one Christmas tree was at the museum gardens, and the other at the bottom of Old 28th St. and Cascade Road. The white string lights were on every other pole on Cascade Road, and on every pole on Jacksmith Drive. The snowflakes were on Cascade Road, Old 28th St. and 28th St. from Cascade Road to Thornhills. The multi colored lights were on every other pole along 28th St. from Cascade Road to Kraft. The wreaths were hung at the double street light intersections, at the township office, and Tassell Park.

Discussion was held about decorating for the 2019 season, and Director Korhorn stated that she will put together a plan/budget for a tree for Tassell park, wreath for the restroom area and for the museum windows, additional snowflakes, and doing electrical work where needed. This will be discussed at the February meeting.

ARTICLE 8. Discuss Cascade District Events/Marketing Tools

Events to take place in 2019 include the following:

Sunday afternoon live concerts at the Wisner. They have been very well liked by the community. Family nights at the library with three concerts to be added to the schedule. The Cascade Metro Cruise warmup in August. This will be the 10-year anniversary; details will be put together soon. The tree lighting ceremony is scheduled for Sunday, December 1st. Anne at My Sweet Peony will be resurrecting The Sweetheart Hop this year on February 16th.

Potential 2019 events include the Taste of Cascade with local restaurants. We are also considering some July 3rd ideas with food trucks, concerts or beer tents. Our residents are in favor of this type of event. Whitewater and Bayberry Chase apartments are very interested in doing community events, possibly a movie night at one of their facilities.

The Business Spotlight is going well and being very well received. The 2nd edition of the Business Guide is also out and also being very well received. Director Korhorn stated that will get updated a couple of times per year as new businesses sign up. Our Made in Cascade website is up and running for events and news. The fabric grocery bags with our logo are still being discussed, as well as some type of app for the Cascade district.

ARTICLE 9. Election of Officers

Motion was made by Member Behan to elect the following Officers; supported by Member DeWitt. Motion carried 7-0.

Chair – Jennifer Pupilava

Vice Chair – Steve Stephan

Secretary – Diana Kingsland

ARTICLE 10. Any Other Business

- a. Director Korhorn stated that she will circulate the contact list for Board Members via email to all Members.
- b. Director Korhorn reviewed the Community Outreach Summary put together with Master Plan information.
- c. Director Korhorn stated that there are not a lot of new projects taking place in district at this time.
- d. Director Korhorn introduced Rene Growney as the newest Member of the DDA. She is the owner of Portobello Road.
- e. Director Korhorn reviewed the 2019 DDA meeting schedule. There will be two joint meetings; one in May, and one in October.

Article 11. Adjournment

Motion was made by Member Behan to adjourn. Supported by Member DeWitt. Motion carried 7 to 0. The meeting was adjourned at 6:35 p.m.

Respectfully submitted,
Diana Kingsland, Secretary