



**Informational  
Downtown Development Authority  
Board of Directors Meeting**

**Monday, March 28, 2022  
12:00 p.m.**

**Cedar Springs City Hall  
66 S. Main St.  
Cedar Springs, Michigan**

1. Call the Informational DDA meeting to order. Pledge of Allegiance.
2. ROLL CALL:

Jody Arp	_____
Bernie Beier	_____
Laura Ensley	_____
Pamela Conley, Mayor	_____
Sally Howland	_____
Rose Ellen Powell	_____
Todd Vriesenga	_____
Tom Wilkes	_____
Dave Ringler	_____

3. PUBLIC COMMENTS.

Those citizens wishing to speak on agenda and non-agenda items will be allowed a maximum of four minutes each to address their concerns. This is the only time during the meeting that citizens are allowed to address the Downtown Development Authority. Please state your name and address for the record if you would like.

4. INFORMATIONAL PRESENTATION

A. Presentation- City Manager Michael Womack

**XIII. Establish Downtown Recreation and Annual Signature Events.** This component consists of the creation and development of signature events and activities in the downtown area.

- Promotion of business and the downtown core through festivals and events.
- Creation and maintenance of recreation activities, signature events and

ongoing attractions to increase the downtown core’s attractiveness to visitors, drawing people to the downtown core and encouraging them to linger in the downtown area.

- Such other improvements as the City of Cedar Springs Downtown Development Authority Board deems to be necessary or incidental to the items set forth above.
- This component is expected to take twenty (20) years to complete at an estimated cost of \$200,000.

B. Public Question & Answer

5. ADJOURNMENT.



**Regular  
Downtown Development Authority  
Board of Directors Meeting**

**AGENDA**

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4. CONFLICTS OF INTEREST AND EX-PARTE COMMUNICATION INQUIRY.

5. APPROVAL OF AGENDA.

6. CONSENT AGENDA.

A. Motion to approve the minutes of the regular February 28, 2022 meeting.

B. Motion to accept and file the financial report.

C. Motion to approve the MNRTF letter of support

7. UNFINISHED BUSINESS.

A. Motion to approve and recommend the 2022-2023 DDA Budget to the City Council.

a. Proposed 2022-23 Budget

- i. \$500 Portable Restrooms
- ii. \$3,000 Community Event Sponsorship (*Concerts \$1500, Bike Race \$1,500*)
- iii. \$500 Signs (social district)
- iv. \$20,000 Parking Lots and Parking Lot signage/improvements
- v. \$10,000 Employee
- vi. \$5,000 Public Art (Mural/Sculptures/Banners)
- vii. \$5,000 Kent Theater festival or streetscape envisioning
- viii. \$500 Flower Box Expense
- ix. \$8,000 for Winter Holiday Lights Display
- x. \$300 Printing and Publishing
- xi. \$100 Water Utility Expense
- xii. \$500 Electric Utility Expense
- xiii. \$1,000 Wages
- xiv. \$1,000 Equipment Rental Expense
- xv. \$1,000 Material Expense
- xvi. \$6,000 Winter Snow Removal
- xvii. \$6,080 Sidewalks
- xviii. Budget=\$ 68,480.00
- xix.

B. 71 N. Main St. mural modification proposal

- a. Draft Proposed Mural
- b. Mural contract relevant portions

C. Discussion on 2022-23 Downtown lighting display purchase and installation

- a. \$950 for HOCS labor

- b. \$6,742 first year cost for downtown lights (2/3's of total cost)
    - i. "Left" side
    - ii. "Right" side
  - c. Proposed yearly labor cost is \$4,085 for HOCS and Main St. labor.
- C. Discussion on Heart of Cedar Springs Domain
- i) heartofcedar.com
  - ii) heartofcs.com
  - iii) heartofcedarsprings.com
- D. Discussion on Fence Repair for 70 N. Main
- E. Discussion on Social District Draft

8. NEW BUSINESS.

- A. Discussion on the Kent Theater, façade improvement/street scape or festival
- B.

9. CORRESPONDENCE.

- A. 2022 Calendar

10. CITY MANAGER/DDA DIRECTOR'S REPORT.

11. TRUSTEE COMMENTS.

12. ADJOURNMENT.