

CITY OF IONIA
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA
8:00 AM, Wednesday, March 19, 2025
IONIA CITY HALL - COUNCIL CHAMBERS

I. Call to Order

II. Roll Call of Members Taryn Altobelli, Precia Garland, John Krueger, Tricia Meyers, Heather Poland-Sizemore, Zachary Sheehan, Dustin Sommer, Ben Weller, and Ryan Wilson.

III. Public Comments

IV. Consent Agenda

1. To approve the March 19, 2025 meeting agenda.

V. Approval of Minutes

1. To approve the minutes from February 19, 2025 meeting.

VI. Financial Report

1. To accept the Accounts Payables for the DDA:
January 25, 2025 – February 25, 2025 in the amount of \$1,268.49

To accept the Accounts Payables for the Theatre:
January 25, 2025 – February 25, 2025 in the amount of \$14,414.12

VII. DDA Director Report

1. Report included in Board meeting document packet.

VIII. Theatre Report

1. Report included in Board meeting document packet.

IX. Board Decisions and Action Items

1. Free Fair Opportunities
2. Mega Mixer Opportunity

X. Discussion Items

1. Marketing Committee Update
2. Match on Main Update

3. Strategic Plan

XI. Other

XII. Adjournment

Upcoming Events

1. Educational Opportunity: 8 Strategies to Improve Your Business Social Media, Hosted by DDA and PFCU – April 15th from 9a to10a, Ionia Theatre
2. Educational Opportunity: Estate Planning Financial Workshop, Hosted by DDA and Sam Ringler, Edward Jones – May 14th from 9a to10a, Ionia Theatre
3. May 17th - Dixon's Violin at Ionia Theatre

The Mission of the Ionia Downtown Development Authority is to promote and control economic growth which enhances the quality of life through planning and implementation of activities and projects within the Development District.

CALL TO ORDER: The Ionia Downtown Development Authority Board of Directors meeting was called to order at 8:00 AM by Chairperson Krueger.

ROLL CALL OF MEMBERS: Roll call revealed the following DDA Board of Directors present: City Manager Precia Garland, Taryn Altobelli, John Krueger, Tricia Meyers, Zachary Sheehan, Heather Poland-Sizemore, Dustin Sommer, Ben Weller, and Ryan Wilson. Also in attendance: DDA Director C. Rice, Assistant City Manager J. Bowman, Guests included Ionia Area Chamber of Commerce Director L. Wilson

OATH OF OFFICE: Oath of office for Member Altobelli completed for appointment with term expiring December 31, 2026.

PUBLIC COMMENTS: Chamber Director L. Wilson noted the 1st Thirsty Third Thursday Networking event on February 20th, the Chamber's upcoming and robust Lunch and Learn Series beginning on March 12th covering various topics, as well as the upcoming Expo to be held on March 15th at Ionia High School.

CONSENT AGENDA: Motion to approve the Agenda as presented by Member Garland seconded by Member Wilson.
MOTION CARRIED.

MEETING MINUTES: Motion to approve the January 2025 meeting minutes by Member Wilson; seconded by Member Poland-Sizemore.
MOTION CARRIED.

FINANCIAL REPORT: Motion to accept the Financial Report by Member Weller; seconded by Member Sheehan.
MOTION CARRIED.

DDA DIRECTOR REPORT: Director C. Rice discussed a variety of administrative projects that are underway, including research on social districts, parking parcels and marketing committee efforts. Educational undertakings, partnership meetings and potential events were also noted. Full report included in DDA Board meeting document package.

THEATRE REPORT: Theatre Assistant Director C. Rice provided an update on January attendance. The Theatre accepted a grant from the Ionia County Community Foundation to go towards the stage lighting improvement project. The Theatre also hosted concessions events, Dance performances, a school movie and a free public movie sponsored by WION and a number of local businesses.

BOARD DECISIONS AND ACTION ITEMS:

1. 2024 Annual Report: Director Rice provided annual report to board and will present to council for approval.
MOTION CARRIED.

DISCUSSION ITEMS:

1. Marketing Committee Update: Desired items within the 4 approved categories from last month were discussed. An anticipated amount for each category and a timeline for completion was noted.
2. Match on Main Panel: Director C. Rice requested an additional panel member to review Match on Main submissions. Member Garland noted if no other individuals come forward she would join the panel of Director C. Rice and Member Wilson.

GENERAL ADJOURNMENT: Motion to adjourn at 9:02 AM by Member Garland; seconded by Member Wilson. MOTION CARRIED.

DDA Board Secretary

Date

DDA Recording Secretary

Date

DDA REPORT GL FOR CITY OF IONIA
Balance As of 02/28/2025

GL Number	Description	End Balance 06/30/2024	24-25 Amended Budget	YTD Balance 02/28/2025	% Bdgt Used
Fund: 248 DOWNTOWN DEVELOPMENT OPERATING					
Account Category: Revenues					
Department: 000.000					
248-000.000-415.000	2 MILL LEVY	44,293.87	46,000.00	42,182.61	91.70
248-000.000-655.000	PROMOTIONS AND SPONSORSHIPS	4,300.00	4,300.00	4,080.00	94.88
248-000.000-655.000-248.001	PROMOTIONS AND SPONSORSHIPS	11,850.00	8,500.00	50.00	0.59
248-000.000-655.000-248.002	PROMOTIONS AND SPONSORSHIPS	(140.00)	0.00	0.00	0.00
248-000.000-665.000	INTEREST	2,194.42	500.00	3,861.79	772.36
248-000.000-676.002	Reimbursement for IFF Agreeemnt	27,500.00	30,000.00	7,500.00	25.00
248-000.000-688.000	OTHER REVENUE	1,360.21	750.00	98.87	13.18
248-000.000-699.101	CONTRIBUTIONS FROM GENERAL FUN	250,000.00	270,000.00	0.00	0.00
Total Dept 000.000		341,358.50	360,050.00	57,773.27	16.05
Revenues		341,358.50	360,050.00	57,773.27	16.05
Account Category: Expenditures					
Department: 558.000 ADMINISTRATIVE					
248-558.000-702.000	SALARY & WAGES	74,842.71	96,900.00	79,591.17	82.14
248-558.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	51,543.44	59,000.00	36,666.22	62.15
248-558.000-727.000	OFFICE SUPPLIES	1,421.28	1,800.00	975.11	54.17
248-558.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	1,154.93	0.00	696.49	100.00
248-558.000-851.000	TELEPHONE	900.00	900.00	655.00	72.78
248-558.000-860.000	TRANSPORTATION AND TRAINING	1,803.17	1,600.00	1,775.00	110.94
248-558.000-954.000	INSURANCE	5,790.00	5,400.00	5,286.26	97.89
248-558.000-980.700	CAPITAL OUTLAY - THEATRE	44,200.00	155,000.00	0.00	0.00
Total Dept 558.000 - ADMINISTRATIVE		181,655.53	320,600.00	125,645.25	39.19
Department: 600.000 DOWNTOWN MAINTENANCE					
248-600.000-740.000	OPERATING SUPPLIES	5,233.00	21,000.00	3,059.26	14.57
248-600.000-920.000	PUBLIC UTILITIES	8,031.96	6,500.00	5,261.45	80.95
Total Dept 600.000 - DOWNTOWN MAINTENANCE		13,264.96	27,500.00	8,320.71	30.26
Department: 610.000 DDA DEVELOPMENT					
248-610.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	359.64	20,000.00	2,947.51	14.74
248-610.000-972.000	PROMOTIONS AND FIREWORKS	14,955.92	5,000.00	1,349.33	26.99
248-610.000-972.000-248.001	PROMOTIONS AND FIREWORKS	0.00	15,000.00	0.00	0.00
Total Dept 610.000 - DDA DEVELOPMENT		15,315.56	40,000.00	4,296.84	10.74
Expenditures		210,236.05	388,100.00	138,262.80	35.63
Fund 248 - DOWNTOWN DEVELOPMENT OPERATING:					
TOTAL REVENUES		341,358.50	360,050.00	57,773.27	16.05
TOTAL EXPENDITURES		210,236.05	388,100.00	138,262.80	35.63
NET OF REVENUES & EXPENDITURES:		131,122.45	(28,050.00)	(80,489.53)	

DDA REPORT GL FOR CITY OF IONIA
Balance As of 02/28/2025

GL Number	Description	End Balance 06/30/2024	24-25 Amended Budget	YTD Balance 02/28/2025	% Bdgt Used
Fund: 250 THEATRE FUND					
Account Category: Revenues					
Department: 000.000					
250-000.000-633.000	MOVIE ADMISSIONS	73,184.58	80,000.00	57,860.00	72.33
250-000.000-634.000	MOVIE CONCESSIONS	100,846.75	110,000.00	84,846.35	77.13
250-000.000-635.000	LIVE ENTERTAINMENT REVENUE	1,038.40	2,000.00	57.98	2.90
250-000.000-636.001	PREPAID TICKET SALES	335.00	0.00	0.00	0.00
250-000.000-639.000	THEATRE RENTAL	8,275.00	7,500.00	3,675.00	49.00
250-000.000-640.000	ADVERTISING REVENUES	4,301.50	5,000.00	3,021.88	60.44
250-000.000-665.000	INTEREST	497.43	1,000.00	(152.52)	(15.25)
250-000.000-675.000	GIFTS DONATIONS	1,796.82	2,500.00	7,036.68	281.47
250-000.000-688.000	OTHER REVENUE	1,445.36	2,000.00	2,977.50	148.88
250-000.000-699.248	CONTRIBUTION FROM DDA	35,000.00	155,000.00	0.00	0.00
Total Dept 000.000		226,720.84	365,000.00	159,322.87	43.65
Revenues		226,720.84	365,000.00	159,322.87	43.65
Account Category: Expenditures					
Department: 442.000 OPERATIONS					
250-442.000-702.000	SALARY & WAGES	100,489.13	103,000.00	67,986.25	66.01
250-442.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	8,226.43	11,000.00	5,591.19	50.83
250-442.000-727.000	OFFICE SUPPLIES	1,154.27	800.00	756.92	94.62
250-442.000-728.000	POSTAGE	0.62	100.00	21.44	21.44
250-442.000-729.000	CREDIT CARD FEES	6,454.65	6,000.00	3,133.84	52.23
250-442.000-732.000	LIVE ENTERTAINMENT EXPENSE	0.00	1,000.00	0.00	0.00
250-442.000-740.000	OPERATING SUPPLIES	3,768.60	3,750.00	535.85	14.29
250-442.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	11,885.77	18,000.00	10,464.80	58.14
250-442.000-804.000	FILM EXPENSE	41,662.27	45,000.00	36,778.10	81.73
250-442.000-805.000	CONCESSION EXPENSE	40,955.53	42,000.00	28,073.40	66.84
250-442.000-851.000	TELEPHONE	1,020.00	1,100.00	735.00	66.82
250-442.000-861.000	MEMBERSHIP AND DUES	0.00	500.00	500.00	100.00
250-442.000-862.000	SUBSCRIPTIONS	366.99	500.00	222.50	44.50
250-442.000-920.000	PUBLIC UTILITIES	30,421.43	35,000.00	24,645.29	70.42
250-442.000-931.000	BUILDING REPAIR & MAINTENANCE	20,942.45	25,000.00	26,849.73	107.40
250-442.000-956.001	SALES TAX	5,561.99	6,000.00	4,365.31	72.76
250-442.000-962.200	ADVERTISING - PROMOTION	7,305.50	5,000.00	5,954.11	119.08
250-442.000-968.000	DEPRECIATION	25,434.93	0.00	0.00	0.00
250-442.000-980.000	CAPITAL OUTLAY	0.00	55,000.00	0.00	0.00
Total Dept 442.000 - OPERATIONS		305,650.56	358,750.00	216,613.73	60.38
Expenditures		305,650.56	358,750.00	216,613.73	60.38
Fund 250 - THEATRE FUND:					
TOTAL REVENUES		226,720.84	365,000.00	159,322.87	43.65
TOTAL EXPENDITURES		305,650.56	358,750.00	216,613.73	60.38
NET OF REVENUES & EXPENDITURES:		(78,929.72)	6,250.00	(57,290.86)	
Report Totals:					
TOTAL REVENUES - ALL FUNDS		568,079.34	725,050.00	217,096.14	29.94
TOTAL EXPENDITURES - ALL FUNDS		515,886.61	746,850.00	354,876.53	47.52
NET OF REVENUES & EXPENDITURES:		52,192.73	(21,800.00)	(137,780.39)	



**Ionia Downtown Development Authority Director's Report
March 2025**

Economic Development / Special Events / District Activity / Business Updates:

- DDA Strategic Planning: Review of Draft
- Upcoming DDA Educational Opportunities:
 - PFCU: 8 Strategies to Improve your Business Social Media, scheduled for April 15, 2025
 - Edward Jones: Estate Planning Financial Workshop, scheduled for May 14, 2025
- Parking Parcel Project – submitted draft map and spreadsheet of spots
- Inventory Project – Businesses, Parcel Owners
- Marketing Item Drafts
- Continued introductions with businesses in DDA district
- Match on Main Grant – one submission in review
- Continued to connect on new bike race potential in August
- Attended IACC Third Thirsty Thursday at Brick House Tavern
- Working through Social District Memo for City Manager

Meetings / Seminars / Webinars:

- Regular Meetings: City Council, CIP work session, DDA Marketing Committee, City Manager Connections and DDA Board of Directors meetings.
- Connections made: ICEA, MEDC, ICT, Commission on Aging, Legislative Updates, IBPW, MCC Board Meeting/Ionia Connection, IHS Art Department.
- Seminars: MDA Spring Workshop Day
- Webinars/Training attended: City of Ionia Agenda Digital Manager Training, Fiscally Ready Communities Webinar: Budgeting for Fiscal Sustainability through MSU Extension, City of Ionia Website Training, Tourism Area Life Cycle for FIT Communities

Respectfully submitted,

Cassie Rice, Ionia DDA Director/Assistant Theatre Director



Ionia Theatre Report - March 2025

Recap

- Shows – Captain America: Brave New World, Dog Man, Flight Risk, Last Breath, Paddington in Peru
- Free Movie – ET with approximately 85 in attendance
- Free Movie – Raiders of the Lost Ark (3/17)
- February Showings – 63
- February Attendance – 542 (not inclusive of Free Movies)
- In comparison to last year – Increase of 6 Showings, Increase of 288 in Attendance

Upcoming Movies

- March 21st – Disney's Snow White PG, Novocain R
- March 28th - Disney's Snow White PG, Novocain R
- April 4th - Disney's Snow White PG, A Minecraft Movie PG
- April 11th - A Minecraft Movie PG, King of Kings PG
- April 18th - A Minecraft Movie PG, King of Kings PG
- April 25th - King of Kings PG, Lilo and Stitch PG
- May 2nd - Lilo and Stitch PG, TBD
- May 9th - Lilo and Stitch PG, TBD

Upcoming Events

- Spring Break Activities
- Potential Live Performance in April
- Potential Sensory Showings in coming months
- Dixon's Violin – May 17th

CITY OF IONIA
STAFF REPORT FOR DDA AGENDA ITEM

TO: DDA Board of Directors

FROM: Cassie Rice, DDA Director

DATE: March 19, 2025

RE: Ionia Free Fair Opportunities

Overview

This report outlines the option for hosting a Wizard of Oz Day again at the Free Fair with a ticketed Tea Party, as well as securing a booth in the Merchant Building for the duration of the fair to allow DDA businesses to sign up for a portion of the time for a lower price point. The event aims to provide a family-friendly experience and community involvement.

Background

The Wizard of Oz Festival has not been in place for a few years. Over the past few months, there have been a handful of questions regarding Wizard of Oz and its direction. Last year, the board voted at the February meeting to accept the recommendation of the Festival Committee in regard to the event's future. They hosted a single day at the fair with characters.

Wizard of Oz Day & Tea Party

The Wizard of Oz Day (anticipated as July 16th) will be a themed event featuring various activities inspired by the story. The Tea Party will serve as a centerpiece activity, offering an interactive and immersive experience for attendees.

- Wizard of Oz Day
 - Costumed characters, including Dorothy, the Tin Man, the Scarecrow, and the Cowardly Lion, engaging with guests.
- Tea Party Experience: A ticketed event for children where guests can enjoy tea, light refreshments, a story by one of the characters and a craft.
 - Linda will obtain sponsorship dollars in the amount of \$500
 - Cost of ticket is \$20 and covers cost for child and one adult to supervise, each additional attendee is \$5

Expected Outcomes

- Provide families an opportunity to engage with Wizard of Oz in a limited capacity without committing to an entire festival weekend and events.

Merchant Building Booth Purchase

To enhance DDA business exposure, it was purposed to purchase a booth in the Merchant Building for the duration of the Fair. This booth will serve as a central hub for DDA businesses to promote themselves, and engage with fair attendees.

- Booth Features:
 - Display area showcasing event information and upcoming activities.
 - Ability for businesses to select a time to utilize booth for their business exposure at a rate or at no charge, TBD.
- Budget
 - Booth rental fee: \$275 for all 10 days
 - Can charge \$10 or \$15 for a 2-hour slot or provide as a service from the DDA. (Up to 36 slots available over the course of 10 days with anticipation of slots between open hours and 9pm)

Expected Outcomes

- Provide businesses an opportunity to engage with fair patrons without committing to the entire fair duration.
- Strengthened partnerships with local businesses.

Conclusion

Hosting a Wizard of Oz Day and Tea Party at the Ionia Free Fair presents an opportunity for community engagement and themed entertainment. Additionally, purchasing a booth in the Merchant Building will provide a promotional platform to maximize outreach of our district businesses.

Approval and further planning discussions are requested to proceed with implementation.
Requested Action/Motion:

It is requested the DDA Board of Directors consider making a motion to approve, deny or amend the Ionia Free Fair Opportunities for the DDA as presented.

Motion By: _____ Seconded By: _____



CITY OF IONIA
STAFF REPORT FOR DDA AGENDA ITEM

TO: DDA Board of Directors

FROM: Cassie Rice, DDA Director

DATE: March 19, 2025

RE: Mega Mixer

Overview

This report outlines the option to be included in a Mega Mixer held at Shadow Ridge on May 15th, organized by Ionia Area Chamber of Commerce (IACC.)

Background

In years past, the IACC spearheaded a Mega Mixer for a number of local groups to allow people to interact, ask questions and share ideas.

Mega Mixer

- Potential Groups Included
 - Ionia Rotary, Ionia Innovators, ICEA, Business Professional Women of Ionia and Ionia DDA
- Cost: Table is \$0

Expected Outcomes

- Provide opportunity to give out new marketing pieces.
- Strengthened connections with community and other organizations.

Approval and further planning discussions are requested to proceed with implementation.

Requested Action/Motion:

It is requested the DDA Board of Directors consider making a motion to approve the Mega Mixer opportunity for the DDA as presented.

Motion By: _____ Seconded By: _____