CITY OF IONIA

DOWNTOWN DEVELOPMENT AUTHORITY

8:00 AM, Wednesday, March 19, 2025
IONIA CITY HALL - COUNCIL CHAMBERS

I. CALL TO ORDER

Chairperson Krueger called the meeting of the Ionia Downtown Development Authority to order at 8:00 AM.

II. ROLL CALL OF MEMBERS

Roll call revealed a Quorum with board members Taryn Altobelli, Tricia Meyers, Heather Poland-Sizemore, Benjamin Weller, Precia Garland, Ryan Wilson, Dustin Sommer and John Krueger present. Also in attendance: DDA Director C. Rice, Assistant City Manager J. Bowman.

III. PUBLIC COMMENTS

Assistant City Manager Bowman informed the board of the new agenda and meeting website being used moving forward. There will be an emails going out explaining how to use and to create an account.

IV. CONSENT AGENDA

(IV.1.) To approve the March 19, 2025 meeting agenda.

Chairperson Krueger introduced the agenda and asked if there were any requested changes. Board Member Garland made a motion, seconded by Board Member Weller, to approve the agenda as presented.
MOTION CARRIED BY VOICE VOTE.

V. APPROVAL OF MINUTES

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

Board Member Wilson made a motion, seconded by Board Member Garland, to approve the February 19, 2025 meeting minutes as presented.
MOTION CARRIED BY VOICE VOTE.

VI. FINANCIAL REPORT

(VI.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

Board Member Weller made a motion, seconded by Board Member Sommer, to Accept Account Payables for DDA and Theatre for the time period of January 25, 2025 to February 25, 2025.
MOTION CARRIED BY VOICE VOTE.

VII. DDA DIRECTOR REPORT

(VII.1.) Report included in Board meeting document packet.
Director Rice highlighted a few projects underway, including an inventory of district businesses and parking parcels. Information from the Michigan Downtown Association Spring Workshop was also touched on.

It was requested to quantify rentals in the area and suggested working with the Assessor's office or Public Safety.

VIII. THEATRE REPORT

(VIII.1.) Report included in Board meeting document packet.
Assistant Director Rice recapped showings in February, upcoming movies and upcoming events.

It was requested to add a more visual aspect to the monthly Theatre report.

IX. BOARD DECISIONS AND ACTION ITEMS

(IX.1.) Free Fair Opportunities

This item was broken into 2 separate items at the meeting: 1a being sponsoring a Wizard of Oz Day at the Fair with a Tea Party and 1b being sponsoring a booth in the Merchant Building at the Fair for the DDA and DDA businesses.

1a. Board Member Garland made a motion, seconded by Board Member Poland-Sizemore, to bless the fair and Wizard of Oz Committee to carry on with the fair opportunity with our involvement limited to the potential of coordinating a Wizard of Oz movie, showing downtown.
MOTION CARRIED BY VOICE VOTE.

1b. Board Member Garland made a motion, seconded by Board Member Sommer, to purchase a booth at $275 and make a schedule for downtown business utilization.
MOTION CARRIED BY VOICE VOTE.

(IX.2.) Mega Mixer Opportunity

The date and location have been updated to May 8th at the Old Stone Porch. The board has requested more marketing info.
Board Member Garland made a motion, seconded by Board Member Wilson, to Approve the DDA

to move forward with being a named sponsor of the Mega Mixer event with the six other organizations(IACC, Ionia Ambassadors, Ionia Rotary, ICEA, Business and Professional Women of Ionia and Ionia Innovators.)
MOTION CARRIED BY VOICE VOTE.

X. DISCUSSION ITEMS

(X.1.) Marketing Committee Update

Inventory of the district must take place and better quality photos need to be obtained in order to create accurate, eye-catching material. A draft of the high-level Stackable Experiences is completed. New marketing city standards have been provided by the Assistant to the City Manager for use. Director Rice met with IHS Teacher, Danna Fuller and students on the Bulldogs Unleashed project.

(X.2.) Match on Main Update

The Match on Main submission for Ionia is Grand Event Rentals with their project paving the parking lot and adding a community art wall. There was only one application received.

(X.3.) Strategic Plan

A draft of the strategic plan was provided to board members with a request to review and provide and requested edits, clarifications, etc. It was requested to add the adoption of the strategic plan to April's meeting agenda.

XI. OTHER

It was requested to potentially move the DDA meeting location to the Theatre foyer. If the meeting changes locations, it will need to be updated on the main meeting schedule.

XII. ADJOURNMENT

Board Member Wilson made a motion, seconded by Board Member Sommer, to adjourn.
MOTION CARRIED BY VOICE VOTE.

The meeting was adjourned at 9:06 am.

Respectfully Submitted,
Cassie Rice, Recording Secretary
for Heather Poland-Sizemore, DDA Secretary