



**CITY OF IONIA**  
**DOWNTOWN DEVELOPMENT AUTHORITY**

**8:00 AM, Wednesday, April 16, 2025**  
**IONIA CITY HALL - COUNCIL CHAMBERS**

**I. CALL TO ORDER**

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

**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, Zachary Sheehan, Dustin Sommer, and John Krueger present.

**III. PUBLIC COMMENTS**

IACC Director L. Wilson discussed numerous upcoming events, including Thirsty Thursday (4/17), Coffee & Connect at the Ionia Theatre (4/22), Legislative Update (4/28), Mega Mixer (5/8) and only a few remaining spots for their annual golf fundraiser (5/30.) Assistant to the City Manger M. Oszust was also present.

**IV. CONSENT AGENDA**

**(IV.1.) To approve the April 16, 2025 meeting agenda.**

With no changes or additions, Member Garland made a motion, seconded by Member Sommer, to approve the agenda as presented.

**MOTION BY VOICE VOTE.**

**V. APPROVAL OF MINUTES**

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

Minutes from the regular meeting on March 19, 2025, were reviewed. Member Wilson made a motion, seconded by Member Weller, to approve the March 19, 2025 meeting minutes as presented.

**MOTION BY VOICE VOTE.**

**VI. FINANCIAL REPORT**

Member Garland introduced M. Oszust and informed of his communication role for the city and theatre.

**(VI.1.) To accept the Accounts Payables for the DDA:**

**February 26, 2025 – March 25, 2025 in the amount of \$9,869.82**

**To accept the Accounts Payables for the Theatre:**

**February 26, 2025 – March 25, 2025 in the amount of \$11,183.55**

It was noted that the contribution of the general fund is held back until the end of the fiscal year. Director Rice noted the increase in payables is due to the down payment of the fireworks.

Member Sommer made a motion, seconded by Member Wilson, to accept the financials as presented.

**MOTION BY VOICE VOTE.**

**VII. DDA DIRECTOR REPORT**

**(VII.1.) Report included in Board meeting document packet.**

Director Rice discussed the Match on Main submission of Grand Event Rentals, connections made with organizations for new or returning events, status of the social district exploration and marketing maps connection with vendor.

**VIII. THEATRE REPORT**

**(VIII.1.) Report included in Board meeting document packet.**

Assistant Director Rice discussed the previous month's numbers and activities, as well as what is upcoming. New format will be used going forward.

**IX. BOARD DECISIONS AND ACTION ITEMS**

**(IX.1.) Adoption of DDA Strategic Plan**

Member Garland noted the objectives are brief yet to the point and captures everything. Member Wilson expressed appreciation for objectives that provide the board and director more of a direction. It was also noted that the mission and vision of the DDA be reviewed and refreshed.

Member Wilson made a motion, seconded by Member Garland, to adopt the objectives as laid out .

**MOTION BY VOICE VOTE.**

**X. DISCUSSION ITEMS**

**(X.1.) Marketing Committee Update**

Director Rice reviewed the status of the four marketing categories. The marketing committee did not meet in April due to spring break.

**(X.2.) Williams & Works Downtown Businesses and Parking Maps Proposal**

A proposal from Williams & Works for the creation of a parking and downtown map. Options for either a plan view map for both or a plan view parking and a pictorial downtown wayfinding map were presented. Discussion revolved around the cost not being much more for a more details option and Member Garland noted funding could be identified if unable to fit in current marketing budget, which is running under budget currently, as well as agenda placement of item. It was requested to ask for vector files of images for marketing purposes. Proposal was noted as not to exceed.

Member Garland made a motion, seconded by Member Wilson, to proceed with proposal as laid out for the plan view parking map and pictorial downtown map.

**MOTION BY VOICE VOTE.**

**XI. OTHER**

Member Wilson noted the upcoming AI event on April 17 at the ISD with lunch being provided and open to everyone, beginning at 11 am.

**UPCOMING EVENTS AND STREET CLOSURES**

**(1.) Event listing included in Board meeting document packet**

**(2.) Street Closure Listing included in Board meeting document packet.**

**XII. ADJOURNMENT**

Member Wilson made a motion, seconded by Member Sommer, to adjourn.

**MOTION BY VOICE VOTE.**

The meeting was adjourned at 8:47am.

Respectfully Submitted,

Cassie Rice, Recording Secretary  
for Heather Poland-Sizemore, Secretary