



CITY OF IONIA
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA
8:00 AM, Wednesday, June 18, 2025
IONIA THEATRE - MAIN FOYER

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 June 18, 2025 meeting agenda.

V. Approval of Minutes

1. To approve the minutes from the May 21, 2025 meeting.

VI. Financial Report

1. To accept the Accounts Payables for the DDA: April 26, 2025 – May 25, 2025 in the amount of \$1,560.84

To accept the Accounts Payables for the Theatre: April 26, 2025 – May 25, 2025 in the amount of \$15,698.98

VII. DDA Director Report

1. Report included in Board Agenda Packet.

VIII. Theatre Report

1. Report included in Board Agenda Packet.

IX. Board Decisions and Action Items

1. Informative - Tax Increment Financing
2. Downtown Rock Snake - Guest speaker in attendance
3. Marketing Committee Update

X. Discussion Items

XI. Other

XII. Adjournment

Upcoming Events

List Events Here

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.



CITY OF IONIA
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
8:00 AM, Wednesday, May 21, 2025
IONIA THEATRE - MAIN FOYER

I. CALL TO ORDER

Chairperson John 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 Tricia Meyers, Heather Poland-Sizemore, Benjamin Weller, Ryan Wilson, Zachary Sheehan, Dustin Sommer and John Krueger present. Guests included Mayor Milewski, Assistant City Manager J. Bowman and resident C. Husted.

III. PUBLIC COMMENTS

IV. CONSENT AGENDA

(IV.1.) To approve the May 21, 2025 meeting agenda.

With no changes or additions, Member Wilson made a motion, seconded by Member Poland-Sizemore, to approve the agenda as presented.

MOTION BY VOICE VOTE.

V. APPROVAL OF MINUTES

(V.1.) To approve the minutes from April 16, 2025 meeting.

Minutes from the regular meeting on April 16, 2025, were reviewed. Member Wilson made a motion, seconded by Member Weller, to approve the April 16, 2025 meeting minutes as presented.

MOTION BY VOICE VOTE.

VI. FINANCIAL REPORT

(VI.1.) To accept the Accounts Payables for the DDA: March 26, 2025 – April 25, 2025 in the amount of \$1,355.07

To accept the Accounts Payables for the Theatre: March 26, 2025 – April 25, 2025 in the amount of \$13,299.29

Discussion revolved around gaining more details for future payables and including a three to four year financial look back. Director Rice will provide those details at a future meeting.

Board Member Weller made a motion, seconded by Board Member Sheehan, to accept Account Payables for the DDA and Theatre for the time period of March 26 to April 25, 2025.

MOTION BY VOICE VOTE.

VII. DDA DIRECTOR REPORT

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

Director Rice highlighted activities for the month and noted increased hours for the Theatre due to events. For the Wayfinding Map, key landmarks were identified, photographed, and paired with historical context to support the development of a landmark and wayfinding map. Outreach efforts continued with introductions to businesses within the DDA district, alongside ongoing development of various marketing projects. Community engagement remained a priority, with the successful hosting of the Ionia Area Chamber of Commerce Coffee & Connect, as well as co-hosting the Mega Mixer at Olde Stone Porch. A number of event applications were received and reviewed. An in-depth analysis of a potential Social District was conducted, exploring its feasibility and impact.

VIII. THEATRE REPORT

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

Assistant Director Rice provided the monthly showing, attendance and YTD breakdown of those items. Movies shown and upcoming were also highlighted. The theater ad hoc group will continue on and meet again at the end of June. Upcoming Theatre events include: IHS Class Night, a variety of popcorn sale days, DDA educational event, June 16th Free Movie, as well as the July and August live performances.

IX. BOARD DECISIONS AND ACTION ITEMS

(IX.1.) Downtown Rock Snake

Director Rice presented information on a rock snake to be started by a business in downtown. Discussion revolved around what authority the group holds, as it could be a right of way impediment. It was noted that it would activate downtown, which is a goal of the DDA. The board had more questions regarding the rock snake and requested the business owner to attend next month to talk more about it.

Member Sommer made a motion, seconded by Member Wilson, to table the item until the next meeting following the business owner's presentation.

MOTION BY VOICE VOTE.

(IX.2.) Discover Ionia Social District

Over the past few months, Director Rice has engaged with various communities that have implemented social districts and conducted research on the requirements for establishing one in downtown Ionia. Director Rice presented "Understanding Social Districts in Michigan", which covered key topics such as the definition of social districts, how they differ from to-go alcohol, associated benefits, and the legal and logistical requirements for municipalities, participating establishments, and customers. The presentation also included proposed district boundaries and common areas, establishment fees, examples from other Michigan communities, and an introduction to the Discover Ionia Social District logo and required marketing materials.

Following the presentation, the board held an open discussion on several related topics, including funding for cup stickers, the need for expanded outdoor seating and sidewalk cafés, safety and environmental considerations of single-use cups, and the potential benefits of a social district for local businesses and future development opportunities.

Member Wilson made a motion, seconded by Poland-Sizemore, to approve the social district concept as presented.

MOTION BY VOICE VOTE.

(IX.3.) Marketing Committee Update

Director Rice provided an update on the progress of the DDA’s marketing initiatives. Images have been collected for various marketing materials, with several pieces already completed and additional materials currently in production, expected to be finalized by the end of the fiscal year. The Bulldogs Unleashed project is nearing launch, with several dog sculptures completed by IHS students and the remaining ones scheduled for completion by June. The sculptures will be placed throughout the community beginning the Monday after the last day of school and will be rotated periodically over the summer. The DDA is grateful for the strong support and collaboration from IHS students, staff, and administration. Additionally, it was emphasized that the Discover Ionia webpage should serve as a tool for the DDA Marketing Committee and maintain consistent branding aligned with the City’s overall identity.

X. DISCUSSION ITEMS

XI. OTHER

XII. ADJOURNMENT

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

MOTION BY VOICE VOTE.

The meeting was adjourned at 9:12 am.

Respectfully Submitted,

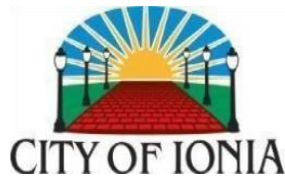
Cassie Rice, Recording Secretary
for Heather Poland-Sizemore, Secretary

DDA REPORT GL FOR CITY OF IONIA
Balance As of 05/31/2025

GL Number	Description	End Balance 06/30/2024	24-25 Amended Budget	YTD Balance 05/31/2025	% 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	44,985.34	97.79
248-000.000-655.000	PROMOTIONS AND SPONSORSHIPS	4,300.00	4,300.00	8,252.00	191.91
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	5,007.02	1,001.40
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	135.76	18.10
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	65,930.12	18.31
Revenues		341,358.50	360,050.00	65,930.12	18.31
Account Category: Expenditures					
Department: 558.000 ADMINISTRATIVE					
248-558.000-702.000	SALARY & WAGES	74,842.71	96,900.00	94,821.57	97.86
248-558.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	51,543.44	59,000.00	40,858.37	69.25
248-558.000-727.000	OFFICE SUPPLIES	1,421.28	1,800.00	1,578.37	87.69
248-558.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	1,154.93	0.00	1,056.11	100.00
248-558.000-851.000	TELEPHONE	900.00	900.00	860.00	95.56
248-558.000-860.000	TRANSPORTATION AND TRAINING	1,803.17	1,600.00	1,925.00	120.31
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	146,385.68	45.66
Department: 600.000 DOWNTOWN MAINTENANCE					
248-600.000-740.000	OPERATING SUPPLIES	5,233.00	21,000.00	3,826.87	18.22
248-600.000-920.000	PUBLIC UTILITIES	8,031.96	6,500.00	8,071.17	124.17
Total Dept 600.000 - DOWNTOWN MAINTENANCE		13,264.96	27,500.00	11,898.04	43.27
Department: 610.000 DDA DEVELOPMENT					
248-610.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	359.64	20,000.00	3,432.75	17.16
248-610.000-972.000	PROMOTIONS AND FIREWORKS	14,955.92	5,000.00	1,371.50	27.43
248-610.000-972.000-248.001	PROMOTIONS AND FIREWORKS	0.00	15,000.00	7,000.00	46.67
Total Dept 610.000 - DDA DEVELOPMENT		15,315.56	40,000.00	11,804.25	29.51
Expenditures		210,236.05	388,100.00	170,087.97	43.83
Fund 248 - DOWNTOWN DEVELOPMENT OPERATING:					
TOTAL REVENUES		341,358.50	360,050.00	65,930.12	18.31
TOTAL EXPENDITURES		210,236.05	388,100.00	170,087.97	43.83
NET OF REVENUES & EXPENDITURES:		131,122.45	(28,050.00)	(104,157.85)	

DDA REPORT GL FOR CITY OF IONIA
Balance As of 05/31/2025

GL Number	Description	End Balance 06/30/2024	24-25 Amended Budget	YTD Balance 05/31/2025	% 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	79,697.00	99.62
250-000.000-634.000	MOVIE CONCESSIONS	100,846.75	110,000.00	114,866.60	104.42
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	7,775.00	103.67
250-000.000-640.000	ADVERTISING REVENUES	4,301.50	5,000.00	5,166.38	103.33
250-000.000-665.000	INTEREST	497.43	1,000.00	(431.93)	(43.19)
250-000.000-675.000	GIFTS DONATIONS	1,796.82	2,500.00	7,558.04	302.32
250-000.000-688.000	OTHER REVENUE	1,445.36	2,000.00	2,649.00	132.45
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	217,338.07	59.54
Revenues		226,720.84	365,000.00	217,338.07	59.54
Account Category: Expenditures					
Department: 442.000 OPERATIONS					
250-442.000-702.000	SALARY & WAGES	100,489.13	103,000.00	92,387.52	89.70
250-442.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	8,226.43	11,000.00	7,597.89	69.07
250-442.000-727.000	OFFICE SUPPLIES	1,154.27	800.00	894.77	111.85
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	4,135.72	68.93
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	685.85	18.29
250-442.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	11,885.77	18,000.00	12,525.07	69.58
250-442.000-804.000	FILM EXPENSE	41,662.27	45,000.00	49,533.67	110.07
250-442.000-805.000	CONCESSION EXPENSE	40,955.53	42,000.00	35,256.85	83.94
250-442.000-851.000	TELEPHONE	1,020.00	1,100.00	960.00	87.27
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	33,660.16	96.17
250-442.000-931.000	BUILDING REPAIR & MAINTENANCE	20,942.45	25,000.00	30,301.81	121.21
250-442.000-956.001	SALES TAX	5,561.99	6,000.00	6,046.57	100.78
250-442.000-962.200	ADVERTISING - PROMOTION	7,305.50	5,000.00	7,291.21	145.82
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	282,021.03	78.61
Expenditures		305,650.56	358,750.00	282,021.03	78.61
Fund 250 - THEATRE FUND:					
TOTAL REVENUES		226,720.84	365,000.00	217,338.07	59.54
TOTAL EXPENDITURES		305,650.56	358,750.00	282,021.03	78.61
NET OF REVENUES & EXPENDITURES:		(78,929.72)	6,250.00	(64,682.96)	
Report Totals:					
TOTAL REVENUES - ALL FUNDS		568,079.34	725,050.00	283,268.19	39.07
TOTAL EXPENDITURES - ALL FUNDS		515,886.61	746,850.00	452,109.00	60.54
NET OF REVENUES & EXPENDITURES:		52,192.73	(21,800.00)	(168,840.81)	



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

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

- Parking Parcel Project – update meeting held, edits provided and new drafts due 6/18
- Fireworks – connections with Rotary, Fairgrounds, Sponsors, media, etc.
- Continued introductions with businesses in DDA district – (2) new with ribbon cuttings happening 6/17 and August
- Continued cultivation of Marketing Projects – Bulldogs Unleashed
- TIF research
- Hosted educational opportunity in partnership with ICOA, Mercantile Bank
- Social District – connections with establishments, council approval, submission to MLCC, logistics

Meetings / Seminars / Webinars / Education:

- Meetings: Regular City Council, City Manager Connections, Department Head, DDA Board of Directors meeting, MDA Summer Workshop, Planning Commission
- Webinars/Training attended: MSU Extension Fiscally Ready Communities: Fiscally Ready Communities webinar: Nuts and Bolts: Fees, Fines, Purchasing, and Receipting, IACC Social Media Lunch and Learn
- Downtown sound system introduction and street light requirements
- Projector Equipment check
- Bridge Display Programming

Theatre hours were increased for numerous special events in recent weeks.

Respectfully submitted,
Cassie Rice, Ionia DDA Director/Assistant Theatre Director

Upcoming DDA Events:

- Throughout the Summer – Bulldogs Unleashed
- City of Ionia Fireworks Display: June 26, 2025

IONIA THEATRE MONTHLY REPORT

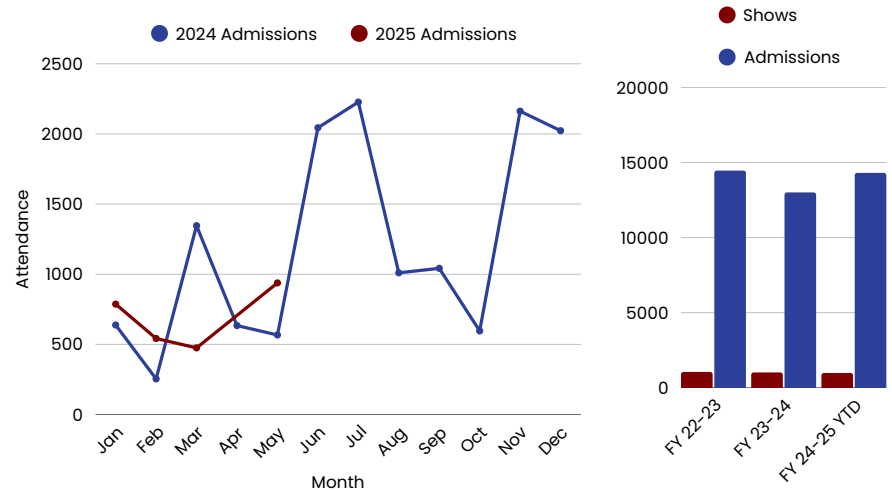


MOVIES PLAYED IN MAY



BY THE NUMBERS...

MONTHLY SHOWINGS	MONTHLY ATTENDANCE
66	938
Compared to Last Year -18	Compared to Last Year +371



UPCOMING @ THE THEATRE

EVENTS

6/16 WION Free Movie Monday	6/20 Parks and Rec - Elio	6/20 The Right Door - Elio	6/23 The Social Club - HTTYD	6/26 Fireworks Sound
6/27 Parks and Rec - Lilo & Stitch	7/9 Hannah Rae and Shelby Hometown Concert	7/12 Parade Popcorn Sales	7/21 WION Free Movie Monday	8/10 Jake Slater - Elvis Tribute

MOVIES

STARTING 6/12	STARTING 6/20	STARTING 7/4	STARTING 7/18

ONGOING...

- DDA Monthly Board Meeting
- Session 1 and 2 Day Camp Movie Fridays
- Theatre Ad Hoc Committee
- Birthday Parties
- Hiring

IDEA GARDEN...

- Sensory Showings
- Private Showings
- Memberships
- Non-Credit Classes
- Basic Sound Rentals
- Popcorn Passes



CITY OF IONIA
STAFF REPORT FOR DDA AGENDA ITEM

TO: DDA Board of Directors
FROM: Cassie Rice, DDA Director
DATE: June 18, 2025
RE: TIF

Background

The City of Ionia DDA previously utilized a Tax Increment Financing (TIF) plan to fund key downtown improvements. With that plan now expired, the DDA is working to develop a new TIF plan. The updated plan aims for approval by the end of 2025 or early 2026, and will guide future reinvestment in downtown Ionia, support economic development, infrastructure, and community enhancements.

What is TIF?

Tax Increment Financing (TIF) is a tool that allows a DDA to capture and reinvest the increased property tax revenue (the "tax increment") that results from rising property values within a defined area, known as the TIF District. TIF is not a new tax, it captures growth in existing taxes.

How It Works:

- Base Year Established – When the TIF plan is created, the current taxable value of all properties in the district is recorded as the "base value."
- Increment Captured – As properties are improved or property values rise, the increase in taxable value over the base (the "increment") generates new tax revenue.
- Revenue Reinvestment – The DDA captures the tax revenue generated from this increment and reinvests it back into the district to fund eligible improvements and activities.

What Can TIF Funds Be Used For?

- Infrastructure improvements (streets, sidewalks, lighting)
- Façade and building renovations
- Property acquisition and demolition
- Public parking facilities
- Marketing, promotion, and events
- Streetscape enhancements
- Planning and development studies
- Support for business development

What TIF Cannot Be Used For:

- Direct grants or subsidies to private businesses (unless specific legal conditions are met)
- Operating expenses of non-DDA entities

Why It Matters:

TIF enables a DDA to:

- Attract and retain businesses
- Improve public infrastructure
- Enhance the downtown experience
- Promote long-term growth without raising taxes

The Recodified Tax Increment Financing Act (Act 57 of 2018) streamlined and modernized Michigan’s laws governing tax increment financing, including those related to Downtown Development Authorities (DDAs). Notably, Sections 125.4214 and 125.4217 outline key requirements that promote transparency, accountability, and public engagement in the use of TIF funds:

Section 125.4214: Transparency & Reporting - This section outlines annual reporting and disclosure requirements for authorities using TIF. It requires:

- Posting of financial and operational information on a publicly accessible website, including the TIF plan, annual budgets, and meeting schedules.
- Submission of an annual TIF report to the Michigan Department of Treasury by December 31st each year.
- Hosting at least two informational meetings per year to update the public on goals and outcomes of the TIF plan.
- Failure to comply with these requirements may result in the suspension of tax capture authority.

Section 125.4217: TIF Plan Requirements - This section details what must be included in a TIF plan, such as:

- A detailed description of the development area and the public improvements to be made.
- An estimate of costs, anticipated revenue, and a schedule for completion.
- A projection of captured tax increment revenues and their intended use.
- It also sets parameters for plan duration and amendment procedures, ensuring fiscal and operational oversight.

Requested Action/Motion:

This overview is intended to be informative in nature and no action is being requested at this time.

Motion By: _____ Seconded By: _____



**CITY OF IONIA
STAFF REPORT FOR DDA AGENDA ITEM**

TO: DDA Board of Directors
FROM: Cassie Rice, DDA Director
DATE: June 18, 2025
RE: TABLED - Rock Snake

Background

The DDA was approached regarding having a rock snake that went along the side of the buildings. Rocks would be painted by businesses and individuals and displayed throughout summer months. Examples of rock snakes are pictured below:



The business owner will be in attendance to discuss this item more throughly at the June meeting.

Requested Action/Motion:

It is requested the DDA Board of Directors consider making a motion to approve or deny allowing a rock snake in the DDA.

Motion By: _____ Seconded By: _____



CITY OF IONIA
STAFF REPORT FOR DDA AGENDA ITEM

TO: DDA Board of Directors
FROM: Cassie Rice, DDA Director
DATE: June 18, 2025
RE: Marketing Committee Update

- **Videos/Photos – budget spent to date: \$475**
 - Projects: Stock Photos, Library for Businesses
 - Status: Image gallery purchased with ongoing access and additional images uploaded periodically. Images used in a variety of items to showcase the district.
- **Discover Ionia Updates – budget spent to date: \$0**
 - Projects: Public Website, City Website
 - Status: Assistant to the City Manager assisting with both sites moving forward.
- **Promo Info – budget spent to date: \$61**
 - Projects: Full District Listing, Downtown Business Focus, Stackable Experiences, Vacancy Listing, Ionia Sell Sheet
 - Status: Final pieces and or drafts for the promotional materials at varying stages. Stackable Experiences and DDA Board One pager are finished. Parking and Downtown Landmark map have final viewing on June 18th. District business contact info is still required. Notecards and table runner to be purchased in addition to print materials.
- **Project Bulldog – budget spent to date: \$2,016**
 - Projects: Bulldogs Unleashed
 - Status: 11 of 12 dogs finished and starting to be unleashed in downtown. Each location will have the dog and a small sign noting the name and artist. Virtual auction to be held at end of display time. Press release to be sent out by July. It is suggested to shorten the project from June to October to June to September. Clues released via social media on locations of dogs. Clue one pager to be distributed. Clue example:
Lights, camera... Bulldog?!
Where spotlights shine and curtains rise,
A star is waiting in disguise.
Look past the tickets and silver screen—
Theatre magic hides this scene!