



**CITY OF IONIA**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**REGULAR MEETING MINUTES**  
**8:00 AM, Wednesday, June 18, 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 Taryn Altobelli, Tricia Meyers, Heather Poland-Sizemore, Benjamin Weller, Precia Garland, Ryan Wilson, Zachary Sheehan, and John Krueger present.

**III. PUBLIC COMMENTS**

Director Wilson from IACC reminded the group about the upcoming Thirsty Third Thursday event, which will take place on the deck at The Alibi. Wilson also requested contributions for the New Teacher Welcome Packets. Anyone interested in donating items (quantity: 25) should deliver them to the IACC office by August 4.

Cassandra Bennet from The Rabbit Hole Knoll shared her idea to start a rock snake in downtown Ionia, with the goal of breaking the Guinness World Record by collecting 25,000 painted rocks. The project is currently in a testing phase and has had no reported issues so far.

**IV. CONSENT AGENDA**

**(IV.1.) To approve the June 18, 2025 meeting agenda.**

With no changes or additions, Member Garland 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 the May 21, 2025 meeting.**

Minutes from the regular meeting of May 21, 2025, were reviewed. Member Weller made a motion, seconded by Member Wilson, to approve the May 21, 2025 meeting minutes as presented.

**MOTION BY VOICE VOTE.**

## **VI. FINANCIAL REPORT**

**(VI.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**

It was noted to bring 2022 and 2023 comparison at a future meeting and that the Theatre will have no capital outlay this fiscal year to assist in covering the operating deficit.

Member Weller made a motion, seconded by Member Sheehan, to accept the financials as presented.

**MOTION BY VOICE VOTE.**

## **VII. DDA DIRECTOR REPORT**

**(VII.1.) Report included in Board Agenda Packet.**

Director Rice discussed the updates on the parking graphic, wayfinding page and Bulldogs Unleashed. She also highlighted the progress on the Social District, upcoming Fireworks and potential for a TIF.

## **VIII. THEATRE REPORT**

**(VIII.1.) Report included in Board Agenda Packet.**

Assistant Director Rice discussed the previous month's numbers and activities, as well as what is upcoming. The Theatre is also continuing the Theatre Ad Hoc Committee and will be meeting at the end of June for their first meeting.

## **IX. BOARD DECISIONS AND ACTION ITEMS**

**(IX.1.) Informative - Tax Increment Financing**

Director Rice and Member Garland discussed the potential for the DDA to reengage with Tax Increment Financing (TIF). TIF allows the DDA to capture and reinvest the increase in property tax revenue generated by rising property values within a defined district. It was noted that TIF is not a new tax, but rather a method of capturing growth from existing taxes.

A formal TIF plan will be presented to the DDA for approval. Upon DDA approval, the plan will be forwarded to City Council for consideration. The anticipated base year for the TIF district is proposed to be December 31, 2025.

**(IX.2.) Downtown Rock Snake - Guest speaker in attendance**

Following last month's decision to table the rock snake initiative, the group revisited the discussion and acknowledged the opportunity this project presents to bring the community together in downtown. It was noted that, per Guinness World Record requirements, the rocks must be touching to qualify. Once the group nears the target number needed for the record, plans would be made to line up the rocks along Main Street for official judging and approval. Until then, no doorways, walkways or streets will be impeded.

Member Sheehan made a motion, seconded by Member Altobelli, to bless this operation with a requested removal date decided by the city to coincide with snow removal requirements.

**MOTION BY VOICE VOTE.**

**(IX.3.) Marketing Committee Update**

Director Rice provided an update on the four marketing categories, with particular emphasis on the Bulldogs Unleashed campaign, which has officially launched throughout the district.

**X. DISCUSSION ITEMS**

**XI. OTHER**

**XII. ADJOURNMENT**

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

**MOTION BY VOICE VOTE.**

The meeting was adjourned at 9:01 am.

Respectfully Submitted,

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

**UPCOMING EVENTS**