



CITY OF IONIA
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA
8:00 AM, Wednesday, August 20, 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 August 20, 2025 meeting agenda.

V. Approval of Minutes

1. To approve the minutes from the July 16, 2025 meeting.

VI. Financial Report

1. To accept the Accounts Payables for the DDA: June 26, 2025 – July 25, 2025 in the amount of \$18,863.92

To accept the Accounts Payables for the Theatre: June 26, 2025 – July 25, 2025 in the amount of \$20,865.36

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

X. Discussion Items

1. Review of DDA Adopted Board Initiatives

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, July 16, 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, Heather Poland-Sizemore, Benjamin Weller, Precia Garland, Ryan Wilson, Dustin Sommer, and John Krueger present.

III. PUBLIC COMMENTS

IACC Director Wilson reminded attendees of the upcoming Ribbon Cuttings (Car Wash and Hale Park), invited attendees to IACC's Coffee and Connect on July 22nd, highlighted the upcoming SEO Basics Lunch and Learn opportunity and noted the launch of their new app.

IV. CONSENT AGENDA

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

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

MOTION CARRIED BY VOICE VOTE.

V. APPROVAL OF MINUTES

(V.1.) To approve the minutes from the June 18, 2025 meeting.

Minutes from the regular meeting on June 18, 2025, were reviewed. Member Garland made a motion, seconded by Board Member Weller, to approve the meeting minutes as presented.

MOTION CARRIED BY VOICE VOTE.

VI. FINANCIAL REPORT

(VI.1.) To accept the Accounts Payables for the DDA: May 26, 2025 – June 25, 2025 in the amount of \$1,484.59

To accept the Accounts Payables for the Theatre: May 26, 2025 – June 25, 2025 in the amount of \$9,213.98

It was noted that financials are done using a modified accrual basis, with a 30-day run off at the end

of the fiscal year. Members were provided the regular financial package, as well as a three review of the Theatre Fund. It was requested to provide the three year look back at the end of each fiscal year.

Board Member Weller made a motion, seconded by Board Member Sommer, 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 launching the fireworks, prep for and work at the Ionia Free Fair and the status of the upcoming launch of the social district. It was also noted that two DDA businesses are partnering to provide an Estate Planning Workshop hosted at the Ionia Theatre on August 18th at 11am.

VIII. THEATRE REPORT

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

Assistant Director Rice discussed the previous month's attendance and show numbers. Upcoming events include Ionia Community Theatre's Revue of Andrew Lloyd Webber on August 2nd, "Field of Dreams" Free Movie Hosted by WION on August 4th and ICCOA's Fundraiser with Jake Slater returning as Elvis on August 10th. WION will continue the Free Movie Series with the Original "Top Gun" showing in September and Gremlins hitting the screen in October.

IX. BOARD DECISIONS AND ACTION ITEMS

(IX.1.) MIPitch Funding Support

Director Rice noted the previous year's financial support to the MIPitch program, ranging from \$500 to \$1,000 since 2021. The funds go directly to entrepreneurs pitching an idea to expand or start a business. The event is on September 18th and idea submissions begin in August. Member Wilson also made note of several downtown businesses obtaining funds over the past years.

Member Garland made a motion to approve \$1,000 to financially support MIPitch 2025, seconded by Board Member Altobelli.

Roll Call Vote:

Ayes: Taryn Altobelli, Heather Poland-Sizemore, Benjamin Weller, Precia Garland, Dustin Sommer

Nays: John Krueger

Abstentions: Ryan Wilson

MOTION BY VOICE VOTE.

X. DISCUSSION ITEMS

(X.1.) Year-End Marketing Committee Update - to be provided at August Board Meeting
A marketing snapshot of progress will be provided as the marketing committee progresses into the next phase of downtown support. It was requested to also review the goals set in the board strategy session and start reviewing those pillars determined at the beginning of 2025.

XI. OTHER

XII. ADJOURNMENT

The meeting adjourned at 9:00 AM.

Respectfully Submitted,

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

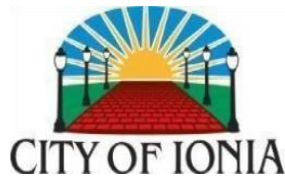
UPCOMING EVENTS

DDA REPORT GL FOR CITY OF IONIA
Balance As of 07/31/2025

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 07/31/2025	% Bdgt Used
Fund: 248 DOWNTOWN DEVELOPMENT OPERATING					
Account Category: Revenues					
Department: 000.000					
248-000.000-415.000	2 MILL LEVY	46,148.09	46,000.00	3,692.78	8.03
248-000.000-655.000	PROMOTIONS AND SPONSORSHIPS	9,604.00	4,000.00	0.00	0.00
248-000.000-655.000-248.001	PROMOTIONS AND SPONSORSHIPS	50.00	9,000.00	0.00	0.00
248-000.000-665.000	INTEREST	5,243.60	3,500.00	0.00	0.00
248-000.000-676.002	Reimbursement for IFF Agreeemnt	7,500.00	0.00	0.00	0.00
248-000.000-688.000	OTHER REVENUE	171.64	500.00	0.54	0.11
248-000.000-699.101	CONTRIBUTIONS FROM GENERAL FUN	0.00	250,000.00	0.00	0.00
Total Dept 000.000		68,717.33	313,000.00	3,693.32	1.18
Revenues		68,717.33	313,000.00	3,693.32	1.18
Account Category: Expenditures					
Department: 558.000 ADMINISTRATIVE					
248-558.000-702.000	SALARY & WAGES	103,614.08	73,200.00	4,763.10	6.51
248-558.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	43,049.06	19,330.00	1,447.53	7.49
248-558.000-727.000	OFFICE SUPPLIES	1,627.72	1,800.00	0.00	0.00
248-558.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	1,556.11	1,000.00	0.00	0.00
248-558.000-851.000	TELEPHONE	900.00	900.00	185.00	20.56
248-558.000-860.000	TRANSPORTATION AND TRAINING	1,925.00	2,300.00	0.00	0.00
248-558.000-954.000	INSURANCE	5,286.26	6,000.00	0.00	0.00
248-558.000-980.700	CAPITAL OUTLAY - THEATRE	0.00	185,000.00	0.00	0.00
Total Dept 558.000 - ADMINISTRATIVE		157,958.23	289,530.00	6,395.63	2.21
Department: 600.000 DOWNTOWN MAINTENANCE					
248-600.000-740.000	OPERATING SUPPLIES	3,826.87	7,000.00	0.00	0.00
248-600.000-920.000	PUBLIC UTILITIES	8,607.82	8,700.00	0.00	0.00
Total Dept 600.000 - DOWNTOWN MAINTENANCE		12,434.69	15,700.00	0.00	0.00
Department: 610.000 DDA DEVELOPMENT					
248-610.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	19,679.52	20,000.00	0.00	0.00
248-610.000-972.000	PROMOTIONS AND FIREWORKS	1,371.50	5,000.00	0.00	0.00
248-610.000-972.000-248.001	PROMOTIONS AND FIREWORKS	14,000.00	15,000.00	0.00	0.00
Total Dept 610.000 - DDA DEVELOPMENT		35,051.02	40,000.00	0.00	0.00
Expenditures		205,443.94	345,230.00	6,395.63	1.85
Fund 248 - DOWNTOWN DEVELOPMENT OPERATING:					
TOTAL REVENUES		68,717.33	313,000.00	3,693.32	1.18
TOTAL EXPENDITURES		205,443.94	345,230.00	6,395.63	1.85
NET OF REVENUES & EXPENDITURES:		(136,726.61)	(32,230.00)	(2,702.31)	

DDA REPORT GL FOR CITY OF IONIA
Balance As of 07/31/2025

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 07/31/2025	% Bdgt Used
Fund: 250 THEATRE FUND					
Account Category: Revenues					
Department: 000.000					
250-000.000-633.000	MOVIE ADMISSIONS	88,103.00	85,000.00	6,658.00	7.83
250-000.000-634.000	MOVIE CONCESSIONS	126,406.35	115,000.00	8,976.50	7.81
250-000.000-635.000	LIVE ENTERTAINMENT REVENUE	297.98	2,000.00	925.00	46.25
250-000.000-639.000	THEATRE RENTAL	7,805.00	5,000.00	(1,000.00)	(20.00)
250-000.000-640.000	ADVERTISING REVENUES	5,555.88	6,000.00	0.00	0.00
250-000.000-665.000	INTEREST	(558.68)	100.00	0.00	0.00
250-000.000-675.000	GIFTS DONATIONS	7,664.76	4,000.00	78.71	1.97
250-000.000-688.000	OTHER REVENUE	2,639.00	3,000.00	(66.75)	(2.23)
250-000.000-699.248	CONTRIBUTION FROM DDA	0.00	185,000.00	0.00	0.00
Total Dept 000.000		237,913.29	405,100.00	15,571.46	3.84
Revenues		237,913.29	405,100.00	15,571.46	3.84
Account Category: Expenditures					
Department: 442.000 OPERATIONS					
250-442.000-702.000	SALARY & WAGES	106,271.63	106,000.00	7,433.52	7.01
250-442.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	8,738.71	12,000.00	609.89	5.08
250-442.000-727.000	OFFICE SUPPLIES	1,113.68	900.00	0.00	0.00
250-442.000-728.000	POSTAGE	21.44	100.00	0.00	0.00
250-442.000-729.000	CREDIT CARD FEES	4,998.49	5,000.00	0.00	0.00
250-442.000-732.000	LIVE ENTERTAINMENT EXPENSE	0.00	0.00	1,083.45	100.00
250-442.000-740.000	OPERATING SUPPLIES	745.85	2,000.00	83.44	4.17
250-442.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	13,884.02	16,000.00	1,188.82	7.43
250-442.000-804.000	FILM EXPENSE	54,668.03	45,000.00	3,960.19	8.80
250-442.000-805.000	CONCESSION EXPENSE	38,725.49	42,000.00	2,938.90	7.00
250-442.000-851.000	TELEPHONE	1,020.00	1,100.00	195.00	17.73
250-442.000-861.000	MEMBERSHIP AND DUES	500.00	750.00	0.00	0.00
250-442.000-862.000	SUBSCRIPTIONS	222.50	500.00	0.00	0.00
250-442.000-920.000	PUBLIC UTILITIES	36,083.05	35,000.00	2,987.96	8.54
250-442.000-931.000	BUILDING REPAIR & MAINTENANCE	32,268.22	20,000.00	2,376.58	11.88
250-442.000-956.001	SALES TAX	6,693.76	6,000.00	502.10	8.37
250-442.000-962.200	ADVERTISING - PROMOTION	7,697.85	4,500.00	0.00	0.00
250-442.000-980.000	CAPITAL OUTLAY	0.00	185,000.00	0.00	0.00
Total Dept 442.000 - OPERATIONS		313,652.72	481,850.00	23,359.85	4.85
Expenditures		313,652.72	481,850.00	23,359.85	4.85
Fund 250 - THEATRE FUND:					
TOTAL REVENUES		237,913.29	405,100.00	15,571.46	3.84
TOTAL EXPENDITURES		313,652.72	481,850.00	23,359.85	4.85
NET OF REVENUES & EXPENDITURES:		(75,739.43)	(76,750.00)	(7,788.39)	
Report Totals:					
TOTAL REVENUES - ALL FUNDS		306,630.62	718,100.00	19,264.78	2.68
TOTAL EXPENDITURES - ALL FUNDS		519,096.66	827,080.00	29,755.48	3.60
NET OF REVENUES & EXPENDITURES:		(212,466.04)	(108,980.00)	(10,490.70)	



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

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

- Ribbon Cutting – Hale Park
- Continued cultivation of Downtown Marketing – Bulldogs Unleashed, Parking Map, Vacancy Listings, Fox 17 representation
- Assisted with Upcoming Event Inquires for numerous potential and scheduled events
- Social District Prep – Marketing Materials: Signage design and location determination, Video footage of social district items, Video Editing, Social Media Posts; Establishment Assistance on permitting, City Stroll Planning
- Elvis/COA event prep and execution on 8/10
- Out of office 8/11-8/14

Meetings / Seminars / Webinars / Education:

- Meetings: Regular City Council, Department Head, DDA Board of Directors meeting, Farmers Market Board, Theatre Ad Hoc Committee, Autumn Celebration, IBPW VP review of duties

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

Upcoming DDA Events:

- Throughout the Summer – Bulldogs Unleashed
- August 18th at 11am – Estate Planning and Finance Workshop sponsored by Samantha Ringler with Edward Jones and Thomas W. Chadwick of Duff, Chadwick and Associates, P.C.
- Social District Grand Opening

IONIA THEATRE MONTHLY REPORT



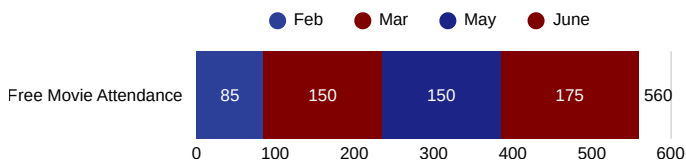
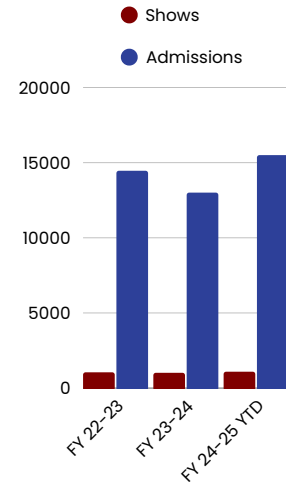
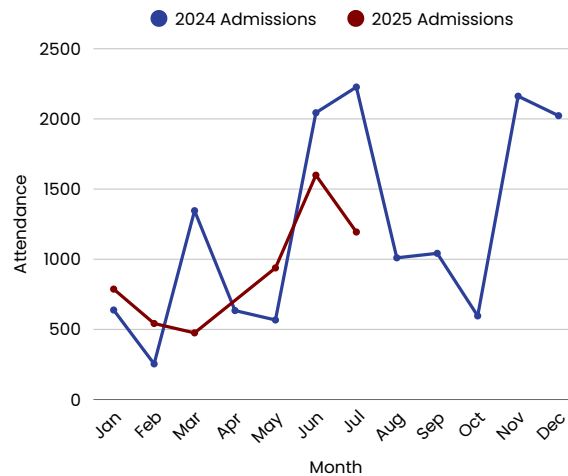
MOVIES PLAYED IN JULY



BY THE NUMBERS...

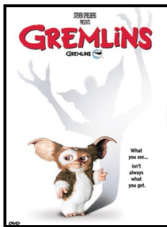
MONTHLY SHOWINGS
110
Compared to Last Year +1

MONTHLY ATTENDANCE
1194
Compared to Last Year -1,033



UPCOMING @ THE THEATRE

EVENTS



9/15
WION Free Movie Monday

10/20
WION Free Movie Monday

10/23
Autumn Celebration

10/24 & 25
Potential Haunted Theatre

11/29
Small Biz Saturday Movie

12/1-4 & 11
IPS Christmas Programs

12/5
MSDA Winter Showcase

12/15
WION Free Movie Monday

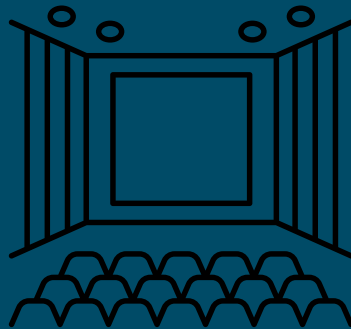
ADOPTED BOARD INITIATIVES



***Revitalize the
Downtown
Ionia Brand***



***Strategic Business
Recruitment &
Retention***



***Preservation &
Vibrancy of
Ionia Theatre***



***Increase
Frequency of
Downtown Events***