



**CITY OF IONIA**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**REGULAR MEETING AGENDA**  
**8:00 AM, Wednesday, September 17, 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 September 17, 2025 meeting agenda.

**V. Approval of Minutes**

1. To approve the minutes from the August 20, 2025 meeting.

**VI. Financial Report**

1. To accept the Accounts Payables for the DDA: July 26, 2025 – August 25, 2025 in the amount of \$5,749.61

To accept the Accounts Payables for the Theatre: July 26, 2025 – August 25, 2025 in the amount of \$13,865.07

**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. DDA Board Mission and Vision

**X. Discussion Items**

1. Marketing Committee Update

**XI. Other**

**XII. Adjournment**

## **Upcoming Events**

• Autumn Celebration – Thursday, October 23rd 4:30-7:30pm (Co-sponsored with IACC, Independent Bank and Restore Church) • FREE MOVIE – October 27th 7pm “Gremlins” • DDA Appreciate Night – November 2025 • Town Tree Lighting and Twinkle Town Parade – December 5th

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, August 20, 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, Benjamin Weller, Precia Garland, Dustin Sommer, John Krueger and Director Rice present.

**III. PUBLIC COMMENTS**

No public comments were made.

**IV. CONSENT AGENDA**

**(IV.1.) To approve the August 20, 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 the July 16, 2025 meeting.**

Chairperson requested the word year to be included, which was mistakenly omitted in the financial section of July's minutes. Minutes from the regular meeting of July 16, 2025 were reviewed. Member Garland made a motion, seconded by Member Weller, to approve the July 16, 2025 meeting minutes with the slight change.

**MOTION BY VOICE VOTE.**

**VI. FINANCIAL REPORT**

**(VI.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**

DDA and Theatre financial were reviewed. The large up tick in DDA financials reflect the final

fireworks payment, some marketing materials and a portion of the CIP. Member Sommer made a motion to accept the financials, seconded by Member Weller, 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 activities conducted within the district, inclusive of downtown marketing (Bulldogs Unleashed, Parking Map, Fox 17 representation), upcoming event inquiries and submissions, Elvis/COA theatre event and the development and preparation for the launch of the social district.

**VIII. THEATRE REPORT**

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

Assistant Director Rice reviewed movies played throughout the previous month and highlighted upcoming events like the Free Movies hosted by WION (9/15 Original Top Gun, 10/20 Gremlins both at 7pm.) The Parks and Rec Camper Focus Group information was also touched on. Noting, unique events (special movie showings, kids activities) and snack ideas (mystery and themed treats) as a way to engage the youth more. Public school holiday programs are already scheduled.

**IX. BOARD DECISIONS AND ACTION ITEMS**

No Board Decisions or Action Items were on the agenda.

**X. DISCUSSION ITEMS**

**(X.1.) Review of DDA Adopted Board Initiatives**

The board discussed the status of each of the adopted board initiatives. It was noted to create a basic template for event organizers to use in assisting with communicating with the public and businesses. The board also requested a few mission options to review and vote on, as it is a consensus that the current mission does not represent the desired direction of the board. Three or four options will be provided at the September board meeting.

**XI. OTHER**

**XII. ADJOURNMENT**

Member Garland made a motion, seconded by Member Sommer, to adjourn. The meeting was adjourned at 8:33 am.

**MOTION BY VOICE VOTE.**

Respectfully Submitted,

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

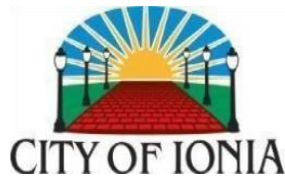
## UPCOMING EVENTS

DDA REPORT GL FOR CITY OF IONIA  
Balance As of 08/31/2025

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 08/31/2025	% Bdgt Used
<b>Fund: 248 DOWNTOWN DEVELOPMENT OPERATING</b>					
<b>Account Category: Revenues</b>					
<b>Department: 000.000</b>					
248-000.000-415.000	2 MILL LEVY	46,148.09	46,000.00	39,596.78	86.08
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	5,484.28	3,500.00	175.91	5.03
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	200,000.00	250,000.00	0.00	0.00
Total Dept 000.000		268,958.01	313,000.00	39,773.23	12.71
Revenues		268,958.01	313,000.00	39,773.23	12.71
<b>Account Category: Expenditures</b>					
<b>Department: 558.000 ADMINISTRATIVE</b>					
248-558.000-702.000	SALARY & WAGES	103,614.08	73,200.00	10,388.70	14.19
248-558.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	43,049.06	19,330.00	3,084.30	15.96
248-558.000-727.000	OFFICE SUPPLIES	1,627.72	1,800.00	28.01	1.56
248-558.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	1,556.11	1,000.00	2,255.00	225.50
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	1,000.00	43.48
248-558.000-954.000	INSURANCE	5,286.26	6,000.00	0.00	0.00
248-558.000-980.700	CAPITAL OUTLAY - THEATRE	70,000.00	185,000.00	0.00	0.00
Total Dept 558.000 - ADMINISTRATIVE		227,958.23	289,530.00	16,941.01	5.85
<b>Department: 600.000 DOWNTOWN MAINTENANCE</b>					
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	575.07	6.61
Total Dept 600.000 - DOWNTOWN MAINTENANCE		12,434.69	15,700.00	575.07	3.66
<b>Department: 610.000 DDA DEVELOPMENT</b>					
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		275,443.94	345,230.00	17,516.08	5.07
<b>Fund 248 - DOWNTOWN DEVELOPMENT OPERATING:</b>					
TOTAL REVENUES		268,958.01	313,000.00	39,773.23	12.71
TOTAL EXPENDITURES		275,443.94	345,230.00	17,516.08	5.07
NET OF REVENUES & EXPENDITURES:		(6,485.93)	(32,230.00)	22,257.15	

DDA REPORT GL FOR CITY OF IONIA  
Balance As of 08/31/2025

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 08/31/2025	% Bdgt Used
<b>Fund: 250 THEATRE FUND</b>					
<b>Account Category: Revenues</b>					
<b>Department: 000.000</b>					
250-000.000-633.000	MOVIE ADMISSIONS	88,103.00	85,000.00	9,863.00	11.60
250-000.000-634.000	MOVIE CONCESSIONS	126,406.35	115,000.00	14,561.75	12.66
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	(500.00)	(10.00)
250-000.000-640.000	ADVERTISING REVENUES	5,555.88	6,000.00	0.00	0.00
250-000.000-665.000	INTEREST	(720.73)	100.00	(229.37)	(229.37)
250-000.000-675.000	GIFTS DONATIONS	7,664.76	4,000.00	184.35	4.61
250-000.000-688.000	OTHER REVENUE	2,639.00	3,000.00	(80.75)	(2.69)
250-000.000-699.248	CONTRIBUTION FROM DDA	70,000.00	185,000.00	0.00	0.00
Total Dept 000.000		307,751.24	405,100.00	24,723.98	6.10
Revenues		307,751.24	405,100.00	24,723.98	6.10
<b>Account Category: Expenditures</b>					
<b>Department: 442.000 OPERATIONS</b>					
250-442.000-702.000	SALARY & WAGES	106,271.63	106,000.00	15,731.53	14.84
250-442.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	8,738.71	12,000.00	1,289.76	10.75
250-442.000-727.000	OFFICE SUPPLIES	1,113.68	900.00	86.30	9.59
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	430.16	8.60
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	113.44	5.67
250-442.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	13,884.02	16,000.00	1,699.01	10.62
250-442.000-804.000	FILM EXPENSE	54,668.03	45,000.00	6,509.83	14.47
250-442.000-805.000	CONCESSION EXPENSE	38,725.49	42,000.00	4,889.84	11.64
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	5,376.12	15.36
250-442.000-931.000	BUILDING REPAIR & MAINTENANCE	19,243.22	20,000.00	4,524.64	22.62
250-442.000-956.001	SALES TAX	6,693.76	6,000.00	786.38	13.11
250-442.000-962.200	ADVERTISING - PROMOTION	7,697.85	4,500.00	219.82	4.88
250-442.000-968.000	DEPRECIATION	25,399.10	0.00	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		326,026.82	481,850.00	42,935.28	8.91
Expenditures		326,026.82	481,850.00	42,935.28	8.91
<b>Fund 250 - THEATRE FUND:</b>					
TOTAL REVENUES		307,751.24	405,100.00	24,723.98	6.10
TOTAL EXPENDITURES		326,026.82	481,850.00	42,935.28	8.91
NET OF REVENUES & EXPENDITURES:		(18,275.58)	(76,750.00)	(18,211.30)	
<b>Report Totals:</b>					
TOTAL REVENUES - ALL FUNDS		576,709.25	718,100.00	64,497.21	8.98
TOTAL EXPENDITURES - ALL FUNDS		601,470.76	827,080.00	60,451.36	7.31
NET OF REVENUES & EXPENDITURES:		(24,761.51)	(108,980.00)	4,045.85	



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

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

- Coordinated Social District marketing initiatives.
- Ribbon cuttings for the Social District, Legalize Docs+, and The Crystal Orphanage.
- Responded to and assisted with event inquiries, including both scheduled and prospective activities.
- Attended building walkthroughs of 113 S. Depot and 313 W. Main, as well as inquires on vacant property and potential lease options throughout the district.
- Provided presentation support for MiPitch participants.
- Oversaw dumpster management.

**Meetings / Seminars / Webinars / Education**

- Attended and contributed to:
  - Regular City Council, Department Head, DDA Board of Directors, City Manager connection, Theatre Ad Hoc Committee, IBPW, DDA Marketing Committee (regular session) monthly meetings
  - Special Marketing session with Linda Ciangi
  - Fiscally Ready Communities: From Fundamentals to Best Practices webinar
  - ICOA and Independent Bank Alzheimer's Walk Assistance

**Additional Notes**

- With the transition of Gary Ferguson into retirement, a significant portion of time was dedicated to theatre operations and management continuity.

Respectfully submitted,  
Cassie Rice, Ionia DDA and Theatre Director

**Upcoming DDA Events:**

- Autumn Celebration – Thursday, October 23<sup>rd</sup> 4:30-7:30pm (Co-sponsored with IACC, Independent Bank and Restore Church)
- FREE MOVIE – October 27<sup>th</sup> 7pm “Gremlins”
- DDA Appreciate Night – November 2025
- Town Tree Lighting and Twinkle Town Parade – December 5<sup>th</sup>

# IONIA THEATRE MONTHLY REPORT

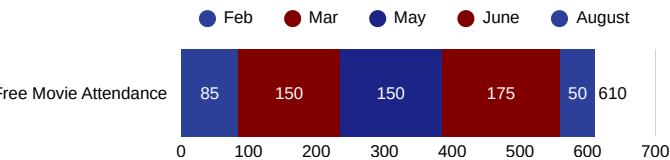
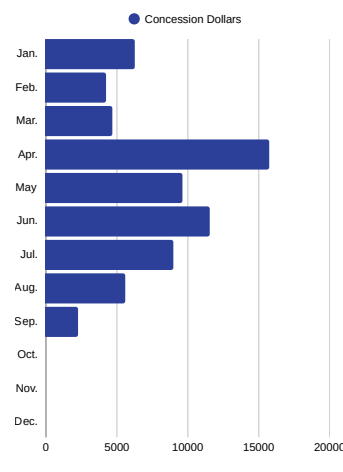
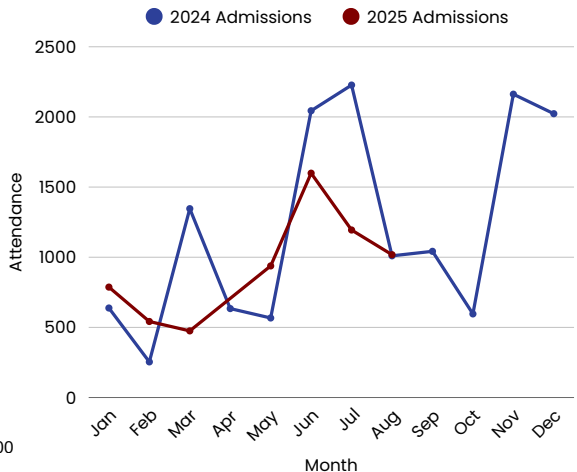


## MOVIES PLAYED IN AUGUST



## BY THE NUMBERS...

MONTHLY SHOWINGS	MONTHLY ATTENDANCE
<b>86</b>	<b>1,018</b>
Compared to Last Year <b>-9</b>	Compared to Last Year <b>+8</b>



## UPCOMING @ THE THEATRE

### EVENTS

<b>9/15</b> WION Free Movie Monday	<b>9/30</b> Potential Dude Perfect Street Party	<b>10/23</b> Autumn Celebration	<b>10/27</b> WION Free Movie Monday	<b>NOV</b> DDA Appreciation Event	<b>NOV/DEC</b> WION Free Movie Monday	<b>NOV/DEC</b> Multiple District Class Field Trips	<b>12/1-4 &amp; 11</b> IPS Holiday Programs	<b>12/5</b> Tree Lighting and Twinkle Town Parade

### MOVIES

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

TO: DDA Board of Directors  
FROM: Cassie Rice, DDA Director  
DATE: September 17, 2025  
RE: DDA Mission and Vision

**Background:**

During prior board meetings, members expressed the desire for the DDA to formally adopt a new mission and vision statement to help guide decision-making and communicate organizational purpose. This process began with the strategic planning session held earlier this year, where the board discussed long-term board initiatives and the role of the DDA in the community.

**Adopted Board Initiatives**

- *Revitalize the Downtown Ionia Brand*
- *Strategic Business Recruitment & Retention*
- *Preservation & Vibrancy of Ionia Theatre*
- *Increase Frequency of Downtown Events*

**Current:**

The board is provided with a set of mission and vision statement options to review and discuss, with the goal of formally adopting final statements. Establishing these guiding statements now will create clarity and alignment for both internal operations and external communications. A formally adopted mission and vision will also ensure consistency in planning, programming, and outreach, supporting the priorities identified during the strategic planning session earlier this year.

**Mission Options**

- To strengthen downtown Ionia as a welcoming destination by revitalizing its brand, supporting local businesses, preserving the historic Ionia Theatre, and creating vibrant experiences through frequent community events.
- To foster economic growth and community pride in downtown Ionia through business recruitment and retention, promotion of our unique brand, preservation of the Ionia Theatre, and enhanced cultural and entertainment opportunities.
- To champion the revitalization and sustainability of downtown Ionia by supporting local businesses, preserving our historic theatre, strengthening our identity, and expanding opportunities for community connection.

- To lead the development and promotion of downtown Ionia through strategic business growth, brand revitalization, preservation of the Ionia Theatre, and increased community programming.

**Vision Options**

- Downtown Ionia will be recognized as the heart of the community, a thriving, historic, and lively district where businesses flourish, culture is celebrated, and residents and visitors gather year-round.
- A downtown that blends historic charm with modern vitality, where thriving businesses, a preserved theatre, and frequent events create a vibrant and enduring destination.
- Downtown Ionia will be a dynamic hub where history, culture, and commerce come together, offering an authentic and memorable experience for residents and visitors alike.
- Downtown Ionia will be a vibrant destination that honors its history while embracing innovation, a place where businesses succeed, arts and culture thrive, and the community gathers often.

**Requested Action/Motion:**

Staff recommends that the board select a preferred mission and vision statements from the options provided. Upon adoption, these statements will be incorporated into DDA materials, strategic planning documents, and public-facing communications. It is requested the DDA Board of Directors make a motion to adopt a mission and vision that is mutually agreed upon by the board of directors.

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

**Project Bulldog**

- Bulldog displays will be relocated to the theatre windows at the beginning of October.
- The Virtual Auction will remain open through the Autumn Celebration and officially close on October 24th.

**Connection with Linda Ciangi**

- An initial discussion provided valuable background on historic events and Ionia's influence beyond the local community. Ongoing conversations are anticipated to build on this foundation.
- Following the meeting, the *Welcome Wagon* concept was introduced, which holds strong potential to positively impact individuals and families new to the area.

**Website Updates**

- Ongoing improvements are being made to layout and content, ensuring easier navigation and greater visibility of events, programs, and business information. Updates are currently being managed and maintained by the City Manager's Assistant.

**Next Meeting & Future Goals**

- Continued interest in developing additional workshop opportunities for DDA businesses, supporting professional growth and resources within the district.
- The next meeting will emphasize 2026 planning, focusing on adopted board initiatives and alignment with the mission and vision.
- Long-term goals include:
  - Expanding experiences in the downtown district for residents, business owners, and visitors.
  - Enhancing community engagement through consistent and clear communications.
  - Strengthening partnerships with local organizations and businesses.
  - Advancing long-term planning to support growth and sustainability.