



**CITY OF IONIA**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**REGULAR MEETING AGENDA**  
**8:00 AM, Wednesday, October 15, 2025**  
**IONIA THEATRE**

**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 October 15, 2025 meeting agenda.

**V. Approval of Minutes**

1. To approve the minutes from the September 17, 2025 meeting.

**VI. Financial Report**

1. To accept the Accounts Payables for the DDA: August 26, 2025 – September 25, 2025 in the amount of \$4,016.14

To accept the Accounts Payables for the Theatre: August 26, 2025 – September 25, 2025 in the amount of \$8,192.90

**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. Ionia Free Fair Table

**X. Discussion Items**

1. Marketing Committee Update

**XI. Other**

**XII. Adjournment**

The Mission of the Ionia Downtown Development Authority is to champion the revitalization and sustainability of downtown by supporting local businesses, preserving our historic theatre, strengthening our identity, and expanding opportunities for community connection.



**CITY OF IONIA**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**REGULAR MEETING MINUTES**  
**8:00 AM, Wednesday, September 17, 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, Zachary Sheehan, and John Krueger present.

**III. PUBLIC COMMENTS**

Director Wilson from the IACC noted numerous upcoming events and opportunities, including, September 18th Tri-Chamber event held in conjunction with the MiPitch Competition, Upcoming Legislative Update on September 21st, Coffee and Connect hosted by Just Like Home Adult Daycare on October 28th and the highly anticipated Autumn Celebration on October 23rd with a scarecrow contest lining Main St. with entries dues October 16th.

**IV. CONSENT AGENDA**

**(IV.1.) To approve the September 17, 2025 meeting agenda.**

With no changes or additions, Board Member Garland made a motion, seconded by Board 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 August 20, 2025 meeting.**

Minutes from the regular meeting of August 20, 2025, were reviewed. Board Member Garland made a motion, seconded by Board Member Weller, to approve the August 20, 2025 meeting minutes as presented.

**MOTION BY VOICE VOTE.**

**VI. FINANCIAL REPORT**

**(VI.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**

Financial statements for Fund 248 (DDA) and Fund 250 (Theatre) were reviewed. Members were reminded that any operating shortfalls for these funds are supported by the General Fund. Significant expenditures this year in Fund 250 in the maintenance category included battery backups for projectors and GDCs, replacement bulbs, and upkeep of the marquee sign. The audit is currently taking place and everything should be finalized in a few weeks.

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 happenings in the district, including site walk-throughs, the social district opening, event assistance and upcoming events. She also noted the increase of dumpster complaints and will provide downtown locations with a refreshed notice of the dumpster program.

**VIII. THEATRE REPORT**

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

Assistant Director Rice reviewed the past movies, as well as upcoming screenings. Concession dollars were added to the report to give a snapshot of that line item. Notable upcoming events include the continued partnership with WION and the Free Movies Mondays that are being offered, school field trips and holiday commitments.

**IX. BOARD DECISIONS AND ACTION ITEMS**

**(IX.1.) DDA Board Mission and Vision**

Following the strategic planning session held at the beginning of the year, the board came away with a number of initiatives to help guide efforts moving forward. It was recently requested to refresh the mission and vision to reflect who we are moving forward and what we want to represent. Director Rice provided four options for both the mission and vision statement. Board members held a brief discussion on the mission options with number three being selected - "To champion the revitalization and sustainability of downtown by supporting local businesses, preserving our historic theatre, strengthening our identity, and expanding opportunities for community connection." The vision options were discussed and the first option was slightly revised to, "Downtown Ionia will be the heart of the community where residents and visitors gather often."

Board Member Manager Garland made a motion, seconded by Board Member Weller, to adopt the mission and vision as read by Director Rice (Mission: To champion the revitalization and sustainability of downtown by supporting local businesses, preserving our historic theatre, strengthening our identity, and expanding opportunities for community connection. Vision: Downtown Ionia will be the heart of the community where residents and visitors gather often.)

**MOTION CARRIED BY VOICE VOTE.**

**X. DISCUSSION ITEMS**

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

Director Rice reviewed the status of Project Bulldog, website updates and the marketing committee's meeting with Linda Ciangi, which resulted in some great ideas for potential events and partnerships. The marketing committee's next meeting will cover planning for 2026. It was also mentioned that the DDA would like to host a DDA Appreciation Night at the theatre, inviting DDA businesses to join for a movie with hopes of creating more of a downtown development community moving forward.

**XI. OTHER**

**XII. ADJOURNMENT**

Board Member Sheehan made a motion, seconded by City Manager Garland, to adjourn.

**MOTION CARRIED BY VOICE VOTE.**

The meeting was adjourned at 9:02 am.

Respectfully Submitted,

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

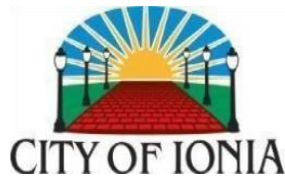
**UPCOMING EVENTS**

DDA REPORT GL FOR CITY OF IONIA  
Balance As of 09/30/2025

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 09/30/2025	% 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	42,357.94	92.08
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	38.27	7.65
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	42,572.12	13.60
Revenues		268,958.01	313,000.00	42,572.12	13.60
<b>Account Category: Expenditures</b>					
<b>Department: 558.000 ADMINISTRATIVE</b>					
248-558.000-702.000	SALARY & WAGES	103,614.08	73,200.00	16,014.30	21.88
248-558.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	43,049.06	19,330.00	4,719.24	24.41
248-558.000-727.000	OFFICE SUPPLIES	1,627.72	1,800.00	99.08	5.50
248-558.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	1,556.11	1,000.00	210.90	21.09
248-558.000-851.000	TELEPHONE	900.00	900.00	205.00	22.78
248-558.000-860.000	TRANSPORTATION AND TRAINING	1,925.00	2,300.00	1,905.00	82.83
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	23,153.52	8.00
<b>Department: 600.000 DOWNTOWN MAINTENANCE</b>					
248-600.000-740.000	OPERATING SUPPLIES	3,826.87	7,000.00	63.26	0.90
248-600.000-920.000	PUBLIC UTILITIES	8,607.82	8,700.00	1,217.82	14.00
Total Dept 600.000 - DOWNTOWN MAINTENANCE		12,434.69	15,700.00	1,281.08	8.16
<b>Department: 610.000 DDA DEVELOPMENT</b>					
248-610.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	19,679.52	20,000.00	2,075.00	10.38
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	2,075.00	5.19
Expenditures		275,443.94	345,230.00	26,509.60	7.68
<b>Fund 248 - DOWNTOWN DEVELOPMENT OPERATING:</b>					
TOTAL REVENUES		268,958.01	313,000.00	42,572.12	13.60
TOTAL EXPENDITURES		275,443.94	345,230.00	26,509.60	7.68
NET OF REVENUES & EXPENDITURES:		(6,485.93)	(32,230.00)	16,062.52	

DDA REPORT GL FOR CITY OF IONIA  
Balance As of 09/30/2025

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 09/30/2025	% 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	14,438.00	16.99
250-000.000-634.000	MOVIE CONCESSIONS	126,406.35	115,000.00	18,806.25	16.35
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	1,203.50	20.06
250-000.000-665.000	INTEREST	(720.73)	100.00	(229.29)	(229.29)
250-000.000-675.000	GIFTS DONATIONS	7,664.76	4,000.00	229.35	5.73
250-000.000-688.000	OTHER REVENUE	2,639.00	3,000.00	133.75	4.46
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	35,006.56	8.64
Revenues		307,751.24	405,100.00	35,006.56	8.64
<b>Account Category: Expenditures</b>					
<b>Department: 442.000 OPERATIONS</b>					
250-442.000-702.000	SALARY & WAGES	106,271.63	106,000.00	21,944.64	20.70
250-442.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	8,738.71	12,000.00	1,797.89	14.98
250-442.000-727.000	OFFICE SUPPLIES	1,113.68	900.00	113.19	12.58
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	787.21	15.74
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	240.03	12.00
250-442.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	13,884.02	16,000.00	2,026.65	12.67
250-442.000-804.000	FILM EXPENSE	54,668.03	45,000.00	9,136.33	20.30
250-442.000-805.000	CONCESSION EXPENSE	38,725.49	42,000.00	7,573.39	18.03
250-442.000-851.000	TELEPHONE	1,020.00	1,100.00	225.00	20.45
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	149.99	30.00
250-442.000-920.000	PUBLIC UTILITIES	36,083.05	35,000.00	6,745.08	19.27
250-442.000-931.000	BUILDING REPAIR & MAINTENANCE	19,243.22	20,000.00	6,450.01	32.25
250-442.000-956.001	SALES TAX	6,693.76	6,000.00	1,020.63	17.01
250-442.000-962.200	ADVERTISING - PROMOTION	7,697.85	4,500.00	423.64	9.41
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	59,717.13	12.39
Expenditures		326,026.82	481,850.00	59,717.13	12.39
<b>Fund 250 - THEATRE FUND:</b>					
TOTAL REVENUES		307,751.24	405,100.00	35,006.56	8.64
TOTAL EXPENDITURES		326,026.82	481,850.00	59,717.13	12.39
NET OF REVENUES & EXPENDITURES:		(18,275.58)	(76,750.00)	(24,710.57)	
<b>Report Totals:</b>					
TOTAL REVENUES - ALL FUNDS		576,709.25	718,100.00	77,578.68	10.80
TOTAL EXPENDITURES - ALL FUNDS		601,470.76	827,080.00	86,226.73	10.43
NET OF REVENUES & EXPENDITURES:		(24,761.51)	(108,980.00)	(8,648.05)	



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

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

- Responded to and assisted with multiple event inquiries, including scheduling, coordination, and follow-up for both confirmed and prospective downtown activities.
- Attended MiPitch, where two downtown businesses successfully received grant funding.
- Submitted a grant application for the Ionia Theatre to support ongoing preservation and improvement efforts.
- Bulldogs Unleashed – coordinated all logistics including securing bulldogs, staging displays, launching and promoting the online auction, and coordinating community engagement efforts.
- Provided event assistance for ICOA and Independent Bank's Alzheimer's Walk, including logistics, set-up, and day-of support.
- Met with potential participants regarding Social District expansion, discussing licensing requirements, participation interest, and economic benefits.
- Continued engagement with local property and business owners (current and prospective) regarding vacant properties, redevelopment interest, façade improvements, and grant opportunities.
- Assisted with holiday preparation planning and early coordination for seasonal downtown promotions.

**Meetings / Seminars / Webinars / Education**

- Attended and contributed to:
  - Regular City Council, Department Head, DDA Board of Directors, City Manager connection, IBPW, DDA Marketing Committee monthly meeting
  - ICOA and Independent Bank Alzheimer's Walk Planning/Prep
  - Downtown speaker training

**Additional Notes**

- Theatre counter work for special weekend event

Respectfully submitted,  
Cassie Rice, Ionia DDA and Theatre Director

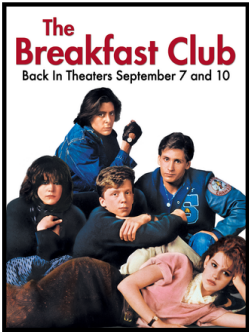
**Upcoming DDA Events:**

- 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

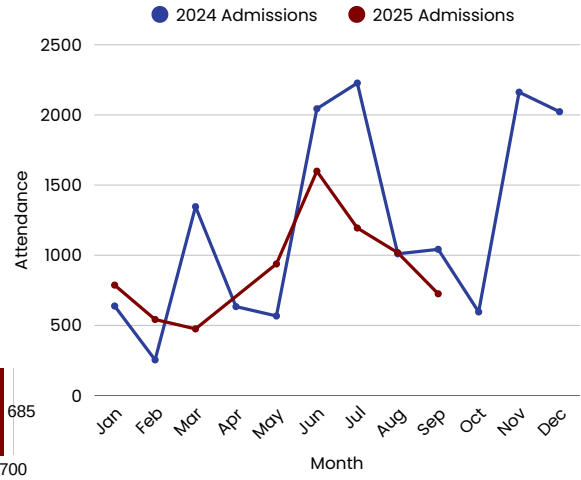
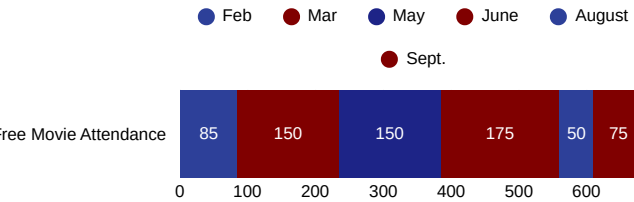


## MOVIES PLAYED IN SEPTEMBER



## BY THE NUMBERS...

MONTHLY SHOWINGS	MONTHLY ATTENDANCE
<b>84</b>	<b>725</b>
Compared to Last Year <b>-2</b>	Compared to Last Year <b>-317</b>



## UPCOMING @ THE THEATRE

### EVENTS

<b>10/23</b> Autumn Celebration	<b>10/27</b> WION Free Movie Monday	<b>10/28</b> ISD Night Out	<b>NOV</b> DDA Appreciation Event	<b>NOV</b> Movie Mix Up	<b>11/29</b> Small Biz Saturday	<b>NOV/DEC</b> Multiple District Class Field Trips	<b>FIRST 2 WEEKS OF DEC.</b> IPS Holiday Programs	<b>12/5</b> Tree Lighting and Twinkle Town Parade



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

TO: DDA Board of Directors  
FROM: Cassie Rice, DDA Director  
DATE: October 15, 2025  
RE: Ionia Free Fair Table

**History**

The DDA secured a merchant booth at the 2025 Ionia Free Fair, which provided the downtown valuable exposure and direct engagement with fair attendees.

**2026 Merchant Building Booth Proposal**

To continue increasing the visibility of downtown Ionia and DDA businesses, it is proposed that the DDA once again purchase a booth in the Merchant Building for the duration of the 2026 Ionia Free Fair. The booth will serve as a shared space to promote downtown Ionia as a destination, while also providing individual businesses the opportunity to participate during scheduled times to promote their own services.

**Budget:**

- Booth rental fee: \$275 inline or \$325 end for all 10 days.
- Electricity: 220, \$125; 110, \$50
- Additional Parking Passes: \$15 each

**Expected Outcomes**

- Provide DDA businesses with flexible, no-cost exposure to a large regional audience.
- Strengthen collaboration and partnerships within the local business community.
- Increase awareness of DDA initiatives and upcoming downtown events.

**Approval and further planning discussions are requested to proceed with implementation.**

**Requested Action/Motion:**

It is requested the DDA Board of Directors consider making a motion to approve the Ionia Free Fair Merchant Table purchase.

Motion By: \_\_\_\_\_ Seconded By: \_\_\_\_\_

# CITY OF IONIA DDA MARKETING



**2026**

January

February

March

- Educational Opportunity
- City Stroll

April

May

June  
*Fireworks,  
Bulldogs  
Unleashed*

- Educational Opportunity
- City Stroll

July  
*IFF  
Merchant  
Table, Bulldogs  
Unleashed*

August  
*Bulldogs  
Unleashed*

September  
*Bulldogs  
Unleashed*

- Educational Opportunity
- City Stroll

October  
*Autumn  
Celebration,  
Bulldogs  
Unleashed*

November  
*Small Biz  
Saturday*

December  
*Tree Lighting/  
Parade*

- Educational Opportunity
- City Stroll

• DDA Appreciation Event

• DDA Appreciation Event

## Additional Targets

- Winter placemaking item
- Determine Tag/Brand
- Topics for Educational Opportunities
- Historic Listing of Buildings
- Downtown Historical Walking Tours
- Continued improvement of website
- Vacancy Promos
- Block/Area Promotional Highlights of Organizations
- Business Segment Promotional Highlights
- Interaction with other chambers/cities/businesses
- Community Groups Partnerships
- Business connections