



**CITY OF IONIA**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**REGULAR MEETING AGENDA**  
**8:00 AM, Wednesday, March 18, 2026**  
**IONIA THEATRE**

**I. Call to Order**

**II. Roll Call of Members** Taryn Altobelli, Precia Garland, John Krueger, Tricia Meyers, Mark Ludema , Zachary Sheehan, Dustin Sommer, Ben Weller, and Ryan Wilson.

**III. Public Comments**

**IV. Consent Agenda**

1. To approve the March 18, 2026 meeting agenda.

**V. Approval of Minutes**

1. To approve the minutes from the February 18, 2026 meeting.

**VI. Financial Report**

1. To accept the Accounts Payables for the DDA: Janaury 26, 2026 - February 25, 2026 in the amount of \$1,281.99.

To accept the Accounts Payables for the Theatre: Janaury 26, 2026 - February 25, 2026 in the amount of \$10,912.98.

**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. DDA Marketing - Ionia Freak Fair

**X. Discussion Items**

**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, February 18, 2026**  
**IONIA THEATRE**

**I. CALL TO ORDER**

Chairperson Krueger called the meeting of the Ionia Downtown Development Authority to order at 8:02 AM.

**II. ROLL CALL OF MEMBERS**

Roll call revealed a Quorum with board members Taryn Altobelli, Precia Garland, John Krueger, Mark Ludema, Tricia Meyers, Zachary Sheehan, Dustin Sommer, and Ryan Wilson present.

**III. PUBLIC COMMENTS**

IACC Director Wilson reviewed upcoming IACC activities. City Clerk Bowman administered the oath of office to Member Ludema.

**IV. CONSENT AGENDA**

**(IV.1.) To approve the February 18, 2026 meeting agenda.**

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

**MOTION CARRIED BY VOICE VOTE.**

**V. APPROVAL OF MINUTES**

**(V.1.) To approve the minutes from the January 21, 2026 meeting.**

Minutes from the regular meeting of January 21, 2026, were reviewed. City Manager Garland made a motion, seconded by Board Member Wilson, to approve the January 21, 2026 meeting minutes as presented.

**MOTION BY VOICE VOTE.**

**VI. FINANCIAL REPORT**

**(VI.1.) To accept the Accounts Payables for the DDA: December 25, 2025 – January 25, 2025 in the amount of \$2,122.23**

**To accept the Accounts Payables for the Theatre: December 25, 2025 – January 25, 2025 in the amount of \$22,128.96**

With no changes or additions, Board Member Sommer made a motion, seconded by Board 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 reported ongoing efforts to support downtown investment and redevelopment, including meetings with a potential assisted living development group, review of TIF development materials, participation in an MEDC meeting regarding Ionia projects and Match on Main information, and a building walkthrough at 404 W. Main Street.

Staff also assisted with community event coordination, continued development of a community events calendar, collaborated with the Ionia Theatre on programming, and participated in regular meetings with City boards, committees, and community partners.

**VIII. THEATRE REPORT**

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

Director Rice reported on theatre activities for the past month. Special group visits included back to back school showings, hosting 400+ in 24 hours. Upcoming activities include our free movies, ICL Book 2 Film, and live performances. Staff highlighted the launch of the new Popcorn Membership program.

**IX. BOARD DECISIONS AND ACTION ITEMS**

**(IX.1.) 2025 Annual Report**

The Annual Report was reviewed by Director Rice. It was suggested to call out in future reports the pass through of the Theatre Expenses. Board Member Sheehan made a motion, seconded by City Manager Garland, to accept and place on file the annual report as presented.

**MOTION BY VOICE VOTE.**

**(IX.2.) Match on Main Panel Selection**

City Manager Garland made a motion, seconded by Board Member Wilson, to nominate Member Sheehan and Member Wilson as panel members (in addition to Director Rice) for the upcoming Match on Main grant opportunity.

**MOTION BY VOICE VOTE.**

**(IX.3.) Review and Release of TIF and Development Plan**

Staff provided an overview of the proposed Tax Increment Financing (TIF) Plan and Development Plan for the Downtown Development Authority district. It was noted that the proposed TIF capture area is smaller than the full DDA district boundary and is focused on areas where redevelopment and investment are anticipated.

Staff explained that if the TIF and Development Plan are approved by City Council by the May

meeting, the tax base established by the City Assessor as of December 31, 2025, would be used as the baseline value for the district. Establishing the base value at that time would allow the DDA to capture tax increment generated by new development and increases in property value beginning after January 1, 2026.

It was further noted that public notices and required postings will be issued in accordance with statutory requirements as part of the approval process. Staff also noted that the Development Plan is intended to serve as a living document that may be amended over time as projects are identified, priorities evolve, and implementation timelines are refined.

Following discussion, Board Member Wilson moved, supported by Board Member Sheehan, to recommend approval of the TIF and Development Plan and forward the recommendation to City Council for final approval.

**MOTION BY VOICE VOTE.**

**X. DISCUSSION ITEMS**

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

Director Rice reviewed the previous meeting, covering strategies for targeted marketing to increase group bookings, providing an update on Bulldogs Unleashed with planning progress and rollout timeline, and reviewing the 2026 placemaking and events calendar.

**XI. OTHER**

No other items discussed.

**XII. ADJOURNMENT**

Board Member Sommer made a motion, seconded by Board Member Ludema, to adjourn.

**MOTION BY VOICE VOTE.**

The meeting was adjourned at 9:20 am.

Respectfully Submitted,

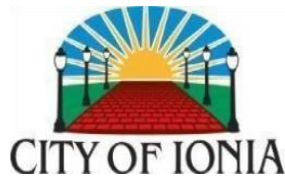
Cassie Rice, Recording Secretary  
for Taryn Altobelli Secretary

DDA REPORT GL FOR CITY OF IONIA  
Balance As of 02/28/2026

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 02/28/2026	% 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	47,232.77	102.68
248-000.000-655.000	PROMOTIONS AND SPONSORSHIPS	9,604.00	4,000.00	2,840.00	71.00
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	1,632.22	46.63
248-000.000-676.002	Reimbursement for IFF Agreeemnt	7,500.00	0.00	750.00	100.00
248-000.000-688.000	OTHER REVENUE	171.64	2,000.00	1,964.51	98.23
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	314,500.00	54,419.50	17.30
Revenues		268,958.01	314,500.00	54,419.50	17.30
<b>Account Category: Expenditures</b>					
<b>Department: 558.000 ADMINISTRATIVE</b>					
248-558.000-702.000	SALARY & WAGES	103,614.08	73,200.00	34,215.40	46.74
248-558.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	43,049.06	19,330.00	9,790.94	50.65
248-558.000-727.000	OFFICE SUPPLIES	1,627.72	1,800.00	617.74	34.32
248-558.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	1,556.11	1,000.00	788.89	78.89
248-558.000-851.000	TELEPHONE	900.00	900.00	635.00	70.56
248-558.000-860.000	TRANSPORTATION AND TRAINING	1,925.00	2,300.00	2,113.85	91.91
248-558.000-954.000	INSURANCE	5,286.26	6,000.00	5,746.99	95.78
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	53,908.81	18.62
<b>Department: 600.000 DOWNTOWN MAINTENANCE</b>					
248-600.000-740.000	OPERATING SUPPLIES	3,826.87	7,000.00	69.61	0.99
248-600.000-920.000	PUBLIC UTILITIES	8,607.82	8,700.00	5,297.41	60.89
Total Dept 600.000 - DOWNTOWN MAINTENANCE		12,434.69	15,700.00	5,367.02	34.18
<b>Department: 610.000 DDA DEVELOPMENT</b>					
248-610.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	19,679.52	20,000.00	2,155.00	10.78
248-610.000-972.000	PROMOTIONS AND FIREWORKS	1,371.50	5,000.00	660.00	13.20
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	2,815.00	7.04
Expenditures		275,443.94	345,230.00	62,090.83	17.99
<b>Fund 248 - DOWNTOWN DEVELOPMENT OPERATING:</b>					
TOTAL REVENUES		268,958.01	314,500.00	54,419.50	17.30
TOTAL EXPENDITURES		275,443.94	345,230.00	62,090.83	17.99
NET OF REVENUES & EXPENDITURES:		(6,485.93)	(30,730.00)	(7,671.33)	

DDA REPORT GL FOR CITY OF IONIA  
Balance As of 02/28/2026

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 02/28/2026	% 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	34,114.00	40.13
250-000.000-634.000	MOVIE CONCESSIONS	126,406.35	115,000.00	57,431.65	49.94
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	3,100.00	62.00
250-000.000-640.000	ADVERTISING REVENUES	5,555.88	6,000.00	2,797.98	46.63
250-000.000-665.000	INTEREST	(720.73)	100.00	(439.90)	(439.90)
250-000.000-675.000	GIFTS DONATIONS	7,664.76	4,000.00	4,811.36	120.28
250-000.000-688.000	OTHER REVENUE	2,639.00	3,000.00	1,617.50	53.92
250-000.000-699.101	CONTRIBUTIONS FROM GENERAL FUN	0.00	0.00	20,000.00	100.00
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	124,357.59	30.70
Revenues		307,751.24	405,100.00	124,357.59	30.70
<b>Account Category: Expenditures</b>					
<b>Department: 442.000 OPERATIONS</b>					
250-442.000-702.000	SALARY & WAGES	106,271.63	106,000.00	54,269.06	51.20
250-442.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	8,738.71	12,000.00	7,631.59	63.60
250-442.000-727.000	OFFICE SUPPLIES	1,113.68	900.00	396.03	44.00
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	3,377.95	67.56
250-442.000-732.000	LIVE ENTERTAINMENT EXPENSE	0.00	1,100.00	1,083.45	98.50
250-442.000-740.000	OPERATING SUPPLIES	745.85	2,000.00	590.32	29.52
250-442.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	13,884.02	16,000.00	11,994.37	74.96
250-442.000-804.000	FILM EXPENSE	54,668.03	45,000.00	22,537.42	50.08
250-442.000-805.000	CONCESSION EXPENSE	38,725.49	42,000.00	22,192.08	52.84
250-442.000-851.000	TELEPHONE	1,020.00	1,100.00	375.00	34.09
250-442.000-861.000	MEMBERSHIP AND DUES	500.00	750.00	550.00	73.33
250-442.000-862.000	SUBSCRIPTIONS	222.50	500.00	299.99	60.00
250-442.000-920.000	PUBLIC UTILITIES	36,083.05	35,000.00	25,792.15	73.69
250-442.000-931.000	BUILDING REPAIR & MAINTENANCE	19,243.22	20,000.00	11,287.83	56.44
250-442.000-956.001	SALES TAX	6,693.76	6,000.00	3,176.97	52.95
250-442.000-962.200	ADVERTISING - PROMOTION	7,697.85	4,500.00	1,545.72	34.35
250-442.000-968.000	DEPRECIATION	25,399.10	0.00	0.00	0.00
250-442.000-980.000	CAPITAL OUTLAY	0.00	100,000.00	0.00	0.00
Total Dept 442.000 - OPERATIONS		326,026.82	397,950.00	167,099.93	41.99
Expenditures		326,026.82	397,950.00	167,099.93	41.99
<b>Fund 250 - THEATRE FUND:</b>					
TOTAL REVENUES		307,751.24	405,100.00	124,357.59	30.70
TOTAL EXPENDITURES		326,026.82	397,950.00	167,099.93	41.99
NET OF REVENUES & EXPENDITURES:		(18,275.58)	7,150.00	(42,742.34)	
<b>Report Totals:</b>					
TOTAL REVENUES - ALL FUNDS		576,709.25	719,600.00	178,777.09	24.84
TOTAL EXPENDITURES - ALL FUNDS		601,470.76	743,180.00	229,190.76	30.84
NET OF REVENUES & EXPENDITURES:		(24,761.51)	(23,580.00)	(50,413.67)	



## **Ionia Downtown Development Authority Director's Report March 2026**

### **Economic Development & Business Engagement**

- Continued efforts focused on strengthening downtown investment, redevelopment opportunities, and stakeholder relationships.
- Connected with individuals inquiring about the Tax Increment Financing (TIF) program and its potential projects.
- Discussed Match on Main funding opportunities with interested groups exploring downtown projects.

### **Special Events & Community Programming**

- Hosted State of the City at the Ionia Theatre, Table at IACC Biz + Bazaar
- Continue connections with organizers of last year's events to confirm annual scheduling and begin development of a comprehensive community events calendar; follow-up efforts are ongoing to increase response rates.
- Continued collaboration with the Ionia Theatre on community programming initiatives, special events, and strategic opportunities that support overall downtown vitality and cross-promotion efforts.
- Developing "Pickin' Through Ionia" in conjunction with Ionia Area Chamber of Commerce for Ionia Freak Fair.

### **Meetings, Seminars & Professional Engagement**

Ongoing participation in boards, committees, and partner meetings to ensure alignment across organizations and initiatives. Attended and actively contributed to meetings with:

City Council, Department Heads, DDA Board of Directors, City Manager, Ionia Business & Professional Women (IBPW), Theatre Ad Hoc Committee, Filling Storefronts: Business Recruitment for Downtowns Webinar, Ionia County Historical Society, Spring Michigan Downtown Association Workshops, Ionia Area Chamber, Montcalm Community College Trustees

Additionally, supported theatre operations by working multiple front counter shifts to assist with patron services and operational needs.

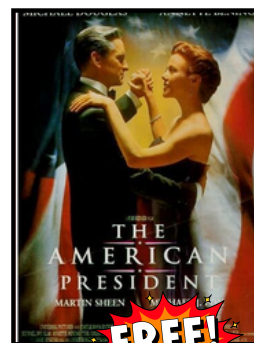
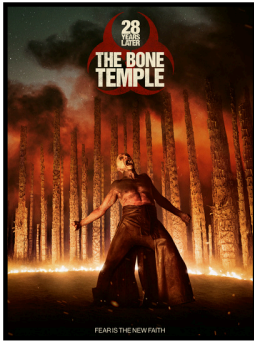
Respectfully submitted,

Cassie Rice, Ionia DDA and Theatre Director

# IONIA THEATRE MONTHLY REPORT

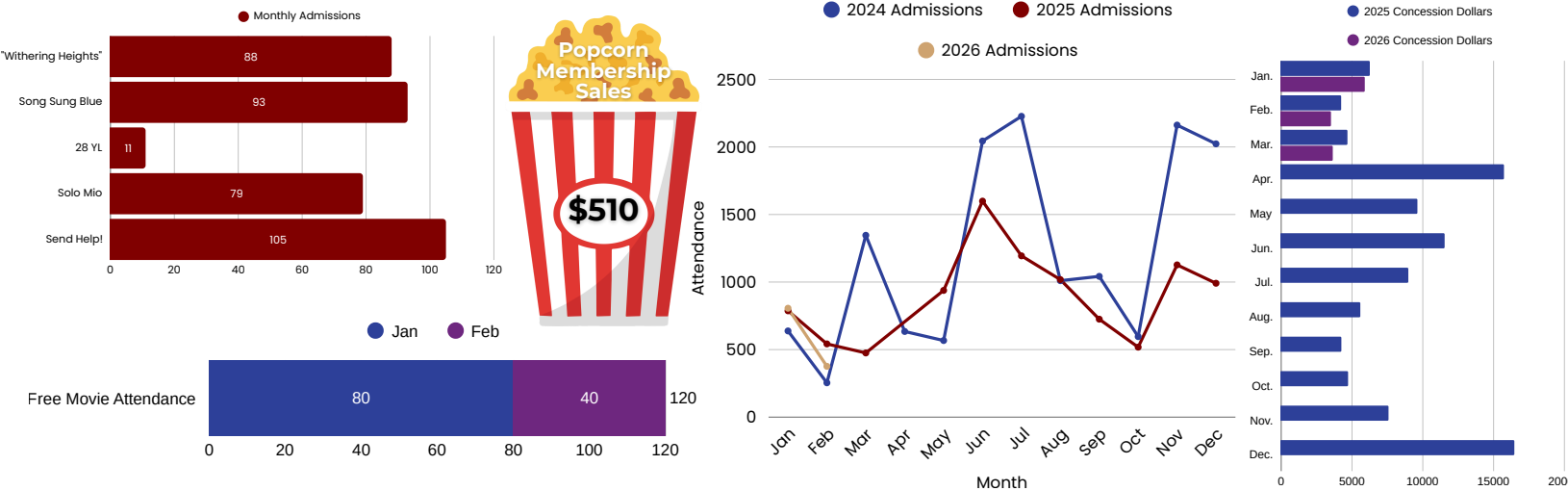


## MOVIES PLAYED IN FEBRUARY



**FREE!**

## BY THE NUMBERS...



## UPCOMING @ THE THEATRE

<b>04/02</b> Memorial Private Event	<b>04/08</b> Junior Theatre Day	<b>04/09</b> Free Movie	<b>04/11</b> Starfish Seminar	<b>STARTING 4/12</b> Victory Fellowship Weekly Service	<b>04/16</b> Book 2 Film with ICL	<b>04/27</b> WION Free Movie	<b>4/30</b> Live Performance Caitlin Cusack & Friends	<b>05/07</b> ICL DAY - \$5 tickets with library card
<b>05/19</b> IPS Class Night	<b>5/25</b> Memorial Day Parade	<b>5/28 &amp; 5/30</b> LDC Dance Rehearsal & Recital	<b>SUMMER</b> IPR Day Camp Weekly Movies or Activities	<b>06/05</b> Glad All Over & 404 Delux	<b>06/23</b> Client Appreciation Event - Dr. Harshman	<b>07/18</b> IFF Parade	<b>08/01</b> I Do Part 2	<b>08/09</b> Jake Slater - Elvis Tribute



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

TO: DDA Board of Directors  
FROM: Cassie Rice, DDA Director  
DATE: March 18, 2026  
RE: DDA Marketing – Ionia Freak Fair

**Background**

Staff continues to explore creative ways to increase foot traffic and engagement in the downtown district during major community events. One concept under consideration is “Pickin’ Through Ionia,” an activity designed to encourage visitors to explore local businesses that are open during the annual Ionia Freak Fair. This initiative would be developed in partnership with the Ionia Area Chamber of Commerce.

The concept centers on a guitar pick–themed scavenger-style promotion in which visitors collect guitar picks from participating merchants throughout the downtown district. This activity would provide a fun and interactive way to guide visitors through downtown while encouraging them to enter and engage with local businesses.

In advance of the Ionia Freak Fair, the DDA and IACC would also host an event preparation workshop for local businesses to help them plan for the increased visitor traffic associated with the event.

As an additional enhancement, a limited guitar art installation could be incorporated as an optional visual element to help create a vibrant and festive downtown atmosphere during the event.

**Concept Overviews**

**Downtown Event Preparation Workshop for Businesses**

In advance of the Ionia Freak Fair, the DDA and Ionia Area Chamber of Commerce would host a business preparation workshop to help downtown merchants maximize the opportunity presented by the increased visitor traffic during the event.

The workshop would focus on practical strategies such as:

- Preparing for high customer volume
- Merchandising and sidewalk engagement ideas
- Extended hours considerations
- Event-day promotions or themed offerings

- Coordinating participation in the Pickin' Through Ionia activity

The goal is to ensure businesses feel prepared, supported, and positioned to benefit from the influx of visitors.

### **Downtown Guitar Pick Promotion**

- Participating businesses would receive a supply of custom guitar picks to distribute to visitors during the event period.
- Participants could visit locations to collect different guitar picks or have their event card marked at each stop (still developing)
- Possible formats include:
  - Pick Collection: Visitors collect unique guitar picks from participating merchants.
  - Passport Program: Participants visit a set number of businesses to qualify for a drawing or prize.
  - Limited-Edition Picks: Some businesses may offer special designs or colors.
  - Pick Trade Ins: Trade in picks for prizes or gift cards

### **Guitar Art Installation**

- To complement the promotion, staff have discussed the possibility of including a small number of decorated guitars displayed throughout downtown.
- Key points:
  - Guitars would be the only art installation element used.
  - Still determining if decorated by local artists, organizations, or sponsors OR vinyl prints of shows, with a guessing game element.
  - Installed at high-visibility downtown locations to enhance the atmosphere during the Ionia Freak Fair.
  - Could serve as photo opportunities or visual anchors for the event.
  - The art installation would remain limited in scale and function primarily as an enhancement to the downtown experience.

### **Benefits**

- Encourages foot traffic throughout the downtown district.
- Provides a fun, easy-to-understand activity for event visitors.
- Promotes direct interaction between visitors and downtown merchants.
- Offers a collectible item (guitar picks) that visitors may keep as a souvenir.
- Adds a visual element through limited guitar displays.

We are hoping that this approach encourages visitors to walk through downtown, discover businesses, and interact with merchants during the event.

**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 concept and a budget not to exceed \$1,750 for activations surrounding Ionia Freak Fair, in conjunction with the Ionia Area Chamber of Commerce.

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