



CITY OF IONIA
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA
8:00 AM, Wednesday, April 15, 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 April 15, 2026 meeting agenda.

V. Approval of Minutes

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

VI. Financial Report

1. To accept the Accounts Payables for the DDA: February 26, 2026 – March 25, 2026 in the amount of \$8,002.33.

To accept the Accounts Payables for the Theatre: February 26, 2026 – March 25, 2026 in the amount of \$10,977.50.

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. DDA Marketing 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, March 18, 2026
IONIA THEATRE

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 Precia Garland, John Krueger, Mark Ludema, Tricia Meyers, Zachary Sheehan, Dustin Sommer, Benjamin Weller, Ryan Wilson present. Board Member Taryn Altobelli was absent.

III. PUBLIC COMMENTS

No public comments were made.

IV. CONSENT AGENDA

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

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

MOTION CARRIED BY VOICE VOTE.

V. APPROVAL OF MINUTES

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

Minutes from the regular meeting of March 18, 2026, were reviewed. Member Garland made a motion, seconded by Member Sheehan, to approve the March 18, 2026 meeting minutes as presented.

MOTION CARRIED BY VOICE VOTE.

VI. FINANCIAL REPORT

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

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

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

MOTION CARRIED BY VOICE VOTE.

VII. DDA DIRECTOR REPORT

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

Director Rice discussed continued efforts to focus on downtown investment, redevelopment, and stakeholder engagement, with inquiries addressed related to Tax Increment Financing and Match on Main opportunities. Coordination continued with event organizers to support annual scheduling and development of a community events calendar, along with ongoing collaboration with the Ionia Theatre on programming and downtown initiatives. Planning continued for “Pickin’ Through Ionia” with the Ionia Area Chamber of Commerce for the Ionia Freak Fair. Participation continued in City Council, DDA, and partner organization meetings, along with support for theatre operations through front counter coverage and patron services assistance.

VIII. THEATRE REPORT

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

Director Rice reviewed current attendance figures and provided an overview of recent film performance trends at Ionia Theatre, noting how specific titles have influenced weekly turnout. The popcorn membership program was also discussed, with a desire to increase participation. Upcoming programming was highlighted, including planned spring break activities aimed at boosting family attendance, continued free movie offerings to increase community access, and scheduled special events such as a comedy show and additional live performances.

IX. BOARD DECISIONS AND ACTION ITEMS

(IX.1.) DDA Marketing - Ionia Freak Fair

Director Rice presented a marketing concept for the upcoming Ionia Freak Fair focused on increasing downtown foot traffic and business engagement. The initiative, “Pickin’ Through Ionia,” is being developed in partnership with the Ionia Area Chamber of Commerce and would encourage visitors to explore participating businesses through a guitar pick–themed activity. A pre-event business workshop was proposed in collaboration with the Chamber to help merchants prepare for increased traffic, including strategies for customer flow, merchandising, extended hours, promotions, and participation in the downtown activity. Staff also discussed a decorative guitar installation throughout the town as a peacemaking enhancement, potentially featuring local artist involvement or themed displays to support event atmosphere and photo opportunities for the month of August. Overall, the concept aims to increase foot traffic, encourage business visitation, and enhance the visitor experience during the Ionia Freak Fair through interactive and visual elements.

Board Member Sommer made a motion to approve the concept and a budget not to exceed \$1,750 for activations surrounding the Ionia Freak Fair in conjunction with the Ionia Area Chamber of Commerce, seconded by Member Garland.

MOTION CARRIED BY VOICE VOTE.

X. DISCUSSION ITEMS

It was noted that dirt will begin to move at Steele Street Park in the next few weeks, including removal of some trees. Park construction is expected to conclude in October of 2026.

XI. OTHER

Nothing else discussed.

XII. ADJOURNMENT

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

MOTION BY VOICE VOTE.

The meeting was adjourned at 8:52 am.

Respectfully Submitted,

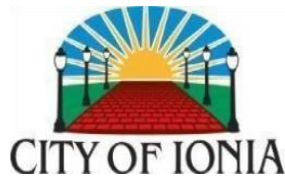
Cassie Rice, Recording Secretary
for Taryn Altobelli, Secretary

DDA REPORT GL FOR CITY OF IONIA
Balance As of 03/31/2026

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 03/31/2026	% 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	48,301.97	105.00
248-000.000-655.000	PROMOTIONS AND SPONSORSHIPS	9,604.00	4,000.00	3,590.00	89.75
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	2,662.96	76.08
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	2,000.00	2,004.44	100.22
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	56,559.37	17.98
Revenues		268,958.01	314,500.00	56,559.37	17.98
Account Category: Expenditures					
Department: 558.000 ADMINISTRATIVE					
248-558.000-702.000	SALARY & WAGES	103,614.08	73,200.00	37,293.04	50.95
248-558.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	43,049.06	19,330.00	10,683.89	55.27
248-558.000-727.000	OFFICE SUPPLIES	1,627.72	1,800.00	688.28	38.24
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	655.00	72.78
248-558.000-860.000	TRANSPORTATION AND TRAINING	1,925.00	2,300.00	2,263.85	98.43
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	58,119.94	20.07
Department: 600.000 DOWNTOWN MAINTENANCE					
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	6,079.20	69.88
Total Dept 600.000 - DOWNTOWN MAINTENANCE		12,434.69	15,700.00	6,148.81	39.16
Department: 610.000 DDA DEVELOPMENT					
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	7,000.00	46.67
Total Dept 610.000 - DDA DEVELOPMENT		35,051.02	40,000.00	9,815.00	24.54
Expenditures		275,443.94	345,230.00	74,083.75	21.46
Fund 248 - DOWNTOWN DEVELOPMENT OPERATING:					
TOTAL REVENUES		268,958.01	314,500.00	56,559.37	17.98
TOTAL EXPENDITURES		275,443.94	345,230.00	74,083.75	21.46
NET OF REVENUES & EXPENDITURES:		(6,485.93)	(30,730.00)	(17,524.38)	

DDA REPORT GL FOR CITY OF IONIA
Balance As of 03/31/2026

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 03/31/2026	% 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	37,927.00	44.62
250-000.000-634.000	MOVIE CONCESSIONS	126,406.35	115,000.00	63,978.65	55.63
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	4,000.00	80.00
250-000.000-640.000	ADVERTISING REVENUES	5,555.88	6,000.00	4,856.23	80.94
250-000.000-665.000	INTEREST	(720.73)	100.00	(664.12)	(664.12)
250-000.000-675.000	GIFTS DONATIONS	7,664.76	4,000.00	4,943.11	123.58
250-000.000-688.000	OTHER REVENUE	2,639.00	3,000.00	1,608.00	53.60
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	137,573.87	33.96
Revenues		307,751.24	405,100.00	137,573.87	33.96
Account Category: Expenditures					
Department: 442.000 OPERATIONS					
250-442.000-702.000	SALARY & WAGES	106,271.63	106,000.00	60,895.12	57.45
250-442.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	8,738.71	12,000.00	8,814.57	73.45
250-442.000-727.000	OFFICE SUPPLIES	1,113.68	900.00	466.57	51.84
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	3,621.00	72.42
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	15,768.78	98.55
250-442.000-804.000	FILM EXPENSE	54,668.03	45,000.00	25,034.36	55.63
250-442.000-805.000	CONCESSION EXPENSE	38,725.49	42,000.00	23,041.84	54.86
250-442.000-851.000	TELEPHONE	1,020.00	1,100.00	405.00	36.82
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	29,487.93	84.25
250-442.000-931.000	BUILDING REPAIR & MAINTENANCE	19,243.22	20,000.00	11,565.18	57.83
250-442.000-956.001	SALES TAX	6,693.76	6,000.00	3,541.55	59.03
250-442.000-962.200	ADVERTISING - PROMOTION	7,697.85	4,500.00	1,753.10	38.96
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	186,918.76	46.97
Expenditures		326,026.82	397,950.00	186,918.76	46.97
Fund 250 - THEATRE FUND:					
TOTAL REVENUES		307,751.24	405,100.00	137,573.87	33.96
TOTAL EXPENDITURES		326,026.82	397,950.00	186,918.76	46.97
NET OF REVENUES & EXPENDITURES:		(18,275.58)	7,150.00	(49,344.89)	
Report Totals:					
TOTAL REVENUES - ALL FUNDS		576,709.25	719,600.00	194,133.24	26.98
TOTAL EXPENDITURES - ALL FUNDS		601,470.76	743,180.00	261,002.51	35.12
NET OF REVENUES & EXPENDITURES:		(24,761.51)	(23,580.00)	(66,869.27)	



Ionia Downtown Development Authority Director's Report April 2026

Economic Development & Business Engagement

- The Tax Increment Financing (TIF) plan completed the public hearing process and was adopted by City Council in April, establishing a funding tool for future downtown improvements and redevelopment.
- One Match on Main application received and being prepared for submission by deadline.
- Infrastructure improvements are progressing, including fire suppression extensions to support redevelopment at the Ionia City Market/white box space, upper-level residential units, and County Seat Brewing projects.
- The Depot Street Development project continues to advance, with construction anticipated later this year and fire suppression infrastructure planned for next year.
- A ribbon cutting was held March 20 for Little Learners Preschool, adding a new early childhood education option to the community.
- Concrete milling and filling on side streets in downtown to improve safety and aesthetics.

Special Events & Community Programming

- Presented at the Ionia County Economic Alliance County Outlook event, sharing downtown updates and strengthening regional partnerships.
- Continued coordination with event organizers to confirm annual schedules and build a comprehensive community calendar, including support with applications, site plans, and logistics.
- Maintained collaboration with the Ionia Theatre on programming and events to increase downtown activity and cross-promotion.
- Advanced planning for "Pickin' Through Ionia" in partnership with the Chamber as part of the Ionia Freak Fair, featuring interactive downtown installations.
- Began collaboration with a documentarian on J.L. Hudson's Ionia roots in partnership with the local historical society.

Meetings, Seminars & Professional Engagement

- Continued active participation in key meetings and organizations, including City Council, Department Heads, DDA Board, City Manager meetings, IBPW, Ionia County Connect, and the DDA Marketing Committee.
- Provided operational support at the Ionia Theatre, including front counter coverage and patron services, with increased coordination during Spring Break showings to maintain service quality during higher attendance.

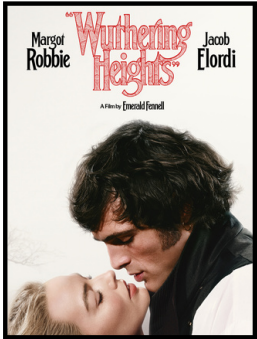
Respectfully submitted,

Cassie Rice, Ionia DDA and Theatre Director

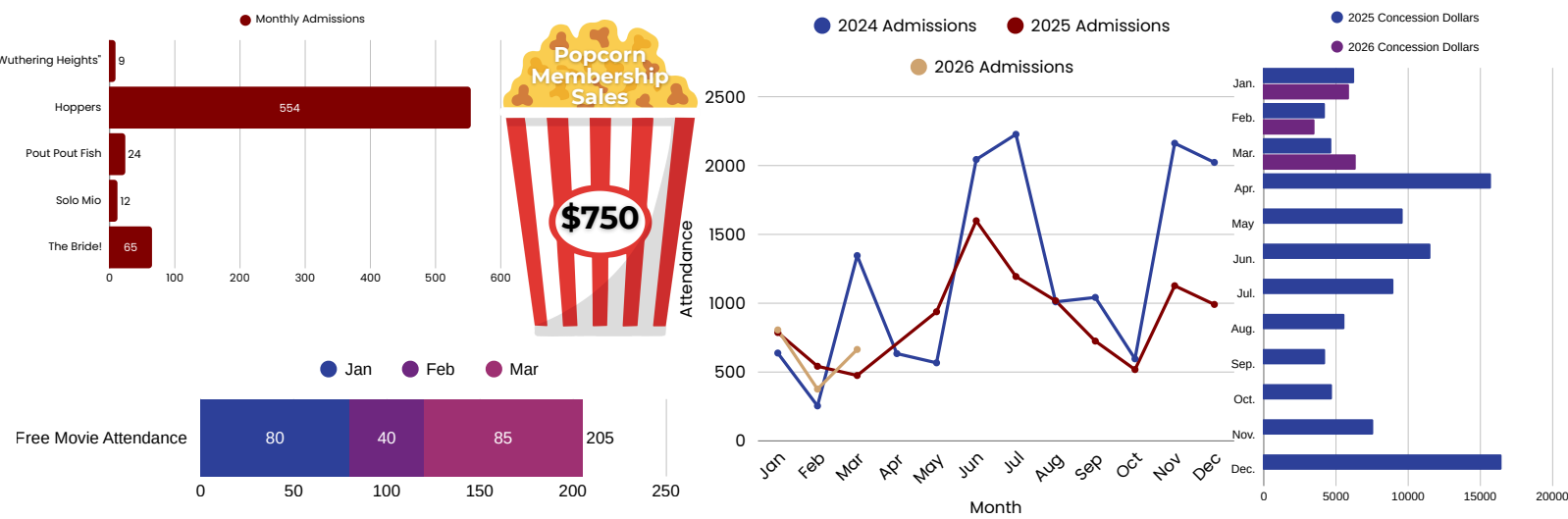
IONIA THEATRE MONTHLY REPORT



MOVIES PLAYED IN MARCH



BY THE NUMBERS...



UPCOMING @ THE THEATRE

FIELD TRIP SEASON	04/16 Book 2 Film with ICL	04/18 Sensory Screening of Super Mario Galaxy Movie	04/24 Next Stop Comedy	04/27 WION Free Movie	4/30 Live Performance Caitlin Cusack & Friends	05/07 ICL DAY - \$5 tickets with library card	05/19 IPS Class Night	5/25 Memorial Day Parade
							<p>The theatre's upcoming movie lineup includes Animal Farm, The Devil Wears Prada 2, The Mandalorian & Grogu, and Toy Story 5, with additional titles expected to be confirmed based off availability and dates.</p>	
5/28 & 5/30 LDC Dance Rehearsal & Recital	SUMMER IPR Day Camp Weekly Movies or Activities	06/05 Glad All Over & 404 Delux	06/23 Client Appreciation Event - Dr. Harshman	07/18 IFF Parade	08/01 I Do Part 2	08/09 Jake Slater - Elvis Tribute		

DDA Marketing Update

Downtown Events Guide

The DRAFT Downtown Events Guide supports our Economic Development and Business Engagement pillar by helping create events that drive foot traffic, showcase local businesses, and strengthen downtown vitality, while encouraging organizers to build relationships with businesses and communicate early in the planning process.

Ionia Free Fair + Ionia Freak Fair

DDA businesses are invited to participate in the Ionia Free Fair through a free merchant table opportunity, aimed at encouraging direct engagement with attendees. Planning is also underway for an upcoming seminar focused on helping businesses maximize participation in events. Additionally, sponsored guitars and commemorative wooden picks are included in the placemaking opportunities of the Ionia Freak Fair.

Fireworks + Uncle Sam Jam

On June 25, the Rotary will host Uncle Sam Jam in conjunction with the City of Ionia Fireworks Display at the Ionia Fairgrounds. The event includes community activities, food vendors, and live entertainment leading up to the fireworks show. The evening concludes with a fireworks display that brings residents and visitors together to mark the start of the summer season.

Mega Mixer

Join us for the Mega Mixer on May 7 from 5:00 to 7:00 PM at Olde Stone Porch. This collaborative networking event brings together multiple local organizations (ICEA, Ionia Ambassadors, DDA, Chamber and IBPW) for an evening of connection, conversation, and community building.

