



CITY OF IONIA
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA
8:00 AM, Wednesday, May 20, 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 May 20, 2026 meeting agenda.

V. Approval of Minutes

1. To approve the minutes from April 15, 2026 meeting.

VI. Financial Report

1. To accept the Account Payables for the DDA: March 26, 2026 - April 25, 2026 in the amount of \$1,155.56.

To accept the Account Payable for the DDA: March 26, 2026 - April 25, 2026 in the amount of \$13,827.34.

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. MIPitch Funding Support

X. Discussion Items

1. Marketing Committee Update
2. City of Ionia Fireworks Display — discussion on continuance.

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, April 15, 2026
IONIA THEATRE

I. CALL TO ORDER

Chairperson 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, John Krueger, Mark Ludema, Dustin Sommer, Benjamin Weller, Ryan Wilson present. Board Members Precia Garland, Tricia Meyers, Zachary Sheehan were absent.

III. PUBLIC COMMENTS

The Ionia Area Chamber of Commerce Director provided an update on upcoming Chamber events and member engagement activities. Highlights included promotion of the upcoming Mega Mixer partnership event scheduled for May 7, which will bring together local businesses and community organizations for networking and collaboration opportunities.

IV. CONSENT AGENDA

(IV.1.) To approve the April 15, 2026 meeting agenda.

With no changes or additions, Board Member Ludema 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 March 18, 2026 meeting.

Board Member Wilson made a motion, seconded by Board Member Ludema, to approve the meeting minutes of March 18, 2026 as presented.

MOTION CARRIED BY VOICE VOTE.

VI. FINANCIAL REPORT

(VI.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.

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

MOTION BY VOICE VOTE.

VII. DDA DIRECTOR REPORT

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

Director Rice provided updates on economic development activities, noting adoption of the Tax Increment Financing (TIF) plan by City Council following the public hearing process. Staff also reported progress on the Match on Main application, ongoing infrastructure improvements supporting redevelopment projects, continued advancement of the Depot Street Development project, and a ribbon cutting held for Little Learners Preschool. Downtown street concrete milling and filling projects were also noted as efforts to improve safety and aesthetics.

Updates were provided on special events and community programming, including participation in the Ionia County Economic Alliance County Outlook event, continued coordination with community event organizers, collaboration with the Ionia Theatre on programming and promotions, planning efforts for “Pickin’ Through Ionia” in partnership with the Ionia Area Chamber of Commerce, and initial collaboration efforts on a documentary project highlighting J.L. Hudson’s Ionia roots.

VIII. THEATRE REPORT

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

The Ionia Theatre reported continued community programming and upcoming special events, rentals, and film offerings. Staff also noted an unanticipated server issue at one theatre station that impacted one movie showing during the month, with efforts made to minimize patron disruption. It was suggested to research a backup Tile or Square to assist with any future hiccups.

IX. BOARD DECISIONS AND ACTION ITEMS

No action items were on the agenda for April 2026.

X. DISCUSSION ITEMS

(X.1.) DDA Marketing Update

The Downtown Development Authority provided a marketing update highlighting the draft Downtown Events Guide, Free Fair merchant participation opportunities, ongoing Ionia Freak Fair planning efforts, promotion of the upcoming Uncle Sam Jam and fireworks event, and the May 7 Mega Mixer partnership networking event.

XI. OTHER

The City's Dump Your Junk Day was noted to take place on April 18 for City residents from 8am to noon. It was also mentioned that PFCU will have a shred truck available on-site for community and business shredding needs.

XII. ADJOURNMENT

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

MOTION CARRIED BY VOICE VOTE.

The meeting was adjourned at 8:43 am.

Respectfully Submitted,

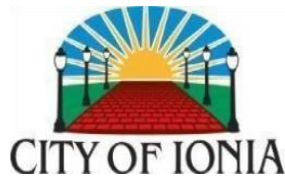
Cassie Rice, Recording Secretary
for Taryn Altobelli, Secretary

DDA REPORT GL FOR CITY OF IONIA
Balance As of 04/30/2026

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 04/30/2026	% 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	50,607.40	110.02
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	3,105.51	88.73
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	2,002.82	100.14
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	59,305.73	18.86
Revenues		268,958.01	314,500.00	59,305.73	18.86
Account Category: Expenditures					
Department: 558.000 ADMINISTRATIVE					
248-558.000-702.000	SALARY & WAGES	103,614.08	73,200.00	40,370.71	55.15
248-558.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	43,049.06	19,330.00	11,576.88	59.89
248-558.000-727.000	OFFICE SUPPLIES	1,627.72	1,800.00	788.34	43.80
248-558.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	1,556.11	1,000.00	887.08	88.71
248-558.000-851.000	TELEPHONE	900.00	900.00	860.00	95.56
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	62,493.85	21.58
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	7,512.95	86.36
Total Dept 600.000 - DOWNTOWN MAINTENANCE		12,434.69	15,700.00	7,582.56	48.30
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	79,891.41	23.14
Fund 248 - DOWNTOWN DEVELOPMENT OPERATING:					
TOTAL REVENUES		268,958.01	314,500.00	59,305.73	18.86
TOTAL EXPENDITURES		275,443.94	345,230.00	79,891.41	23.14
NET OF REVENUES & EXPENDITURES:		(6,485.93)	(30,730.00)	(20,585.68)	

DDA REPORT GL FOR CITY OF IONIA
Balance As of 04/30/2026

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 04/30/2026	% 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	44,758.00	52.66
250-000.000-634.000	MOVIE CONCESSIONS	126,406.35	115,000.00	74,903.15	65.13
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	5,150.00	103.00
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	(779.28)	(779.28)
250-000.000-675.000	GIFTS DONATIONS	7,664.76	4,000.00	5,168.11	129.20
250-000.000-688.000	OTHER REVENUE	2,639.00	3,000.00	1,529.00	50.97
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	156,510.21	38.63
Revenues		307,751.24	405,100.00	156,510.21	38.63
Account Category: Expenditures					
Department: 442.000 OPERATIONS					
250-442.000-702.000	SALARY & WAGES	106,271.63	106,000.00	67,179.15	63.38
250-442.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	8,738.71	12,000.00	9,969.59	83.08
250-442.000-727.000	OFFICE SUPPLIES	1,113.68	900.00	566.62	62.96
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	4,007.43	80.15
250-442.000-732.000	LIVE ENTERTAINMENT EXPENSE	0.00	1,100.00	2,583.45	234.86
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	16,848.71	105.30
250-442.000-804.000	FILM EXPENSE	54,668.03	45,000.00	30,713.85	68.25
250-442.000-805.000	CONCESSION EXPENSE	38,725.49	42,000.00	27,217.02	64.80
250-442.000-851.000	TELEPHONE	1,020.00	1,100.00	465.00	42.27
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	31,882.81	91.09
250-442.000-931.000	BUILDING REPAIR & MAINTENANCE	19,243.22	20,000.00	12,828.80	64.14
250-442.000-956.001	SALES TAX	6,693.76	6,000.00	4,106.84	68.45
250-442.000-962.200	ADVERTISING - PROMOTION	7,697.85	4,500.00	2,245.52	49.90
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	212,055.10	53.29
Expenditures		326,026.82	397,950.00	212,055.10	53.29
Fund 250 - THEATRE FUND:					
TOTAL REVENUES		307,751.24	405,100.00	156,510.21	38.63
TOTAL EXPENDITURES		326,026.82	397,950.00	212,055.10	53.29
NET OF REVENUES & EXPENDITURES:		(18,275.58)	7,150.00	(55,544.89)	
Report Totals:					
TOTAL REVENUES - ALL FUNDS		576,709.25	719,600.00	215,815.94	29.99
TOTAL EXPENDITURES - ALL FUNDS		601,470.76	743,180.00	291,946.51	39.28
NET OF REVENUES & EXPENDITURES:		(24,761.51)	(23,580.00)	(76,130.57)	



Ionia Downtown Development Authority Director's Report May 2026

Economic Development & Business Engagement

- Submitted one Match on Main application to MEDC to support downtown business investment and redevelopment efforts.
- Released anticipated downtown event schedule and related communications to assist businesses and community partners with seasonal planning and promotion.
- Continued research into façade grant opportunities and downtown grant program options to support future business and property improvement initiatives.
- Continued coordination with downtown business and property owners regarding redevelopment projects, infrastructure improvements, and future investment opportunities.

Special Events & Community Programming

- Continued coordination with event organizers to confirm annual event schedules and develop a comprehensive community calendar, including assistance with applications, site plans, and event logistics.
- Attended the Annual Chamber Dinner and Awards.
- Attended the Mega Mixer in partnership with IACC, ICEA, IBPW, and Ionia Ambassadors.
- Attended the She Means Business Tri-Chamber Panel.
- Continued planning efforts for "Pickin' Through Ionia" in partnership with the Chamber as part of the Ionia Free Fair, including interactive downtown installations and the "Turn Crowds into Customers" workshop scheduled for June.
- Continued planning and sponsorship outreach efforts for the City of Ionia Fireworks display.
- Continued developing options for marketing committee: Bulldogs Unleashed, Downtown Ducking, District Communications and Fair materials.

Meetings, Seminars & Professional Engagement

- Maintained active participation in key meetings and organizations, including City Council (regular and special meeting), Department Head meeting, DDA Board meeting, 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 for field trips, the benefit concert, and comedy show.

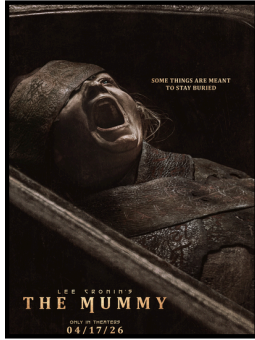
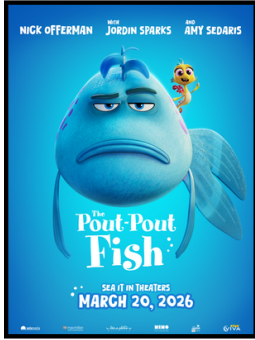
Respectfully submitted,

Cassie Rice, Ionia DDA and Theatre Director

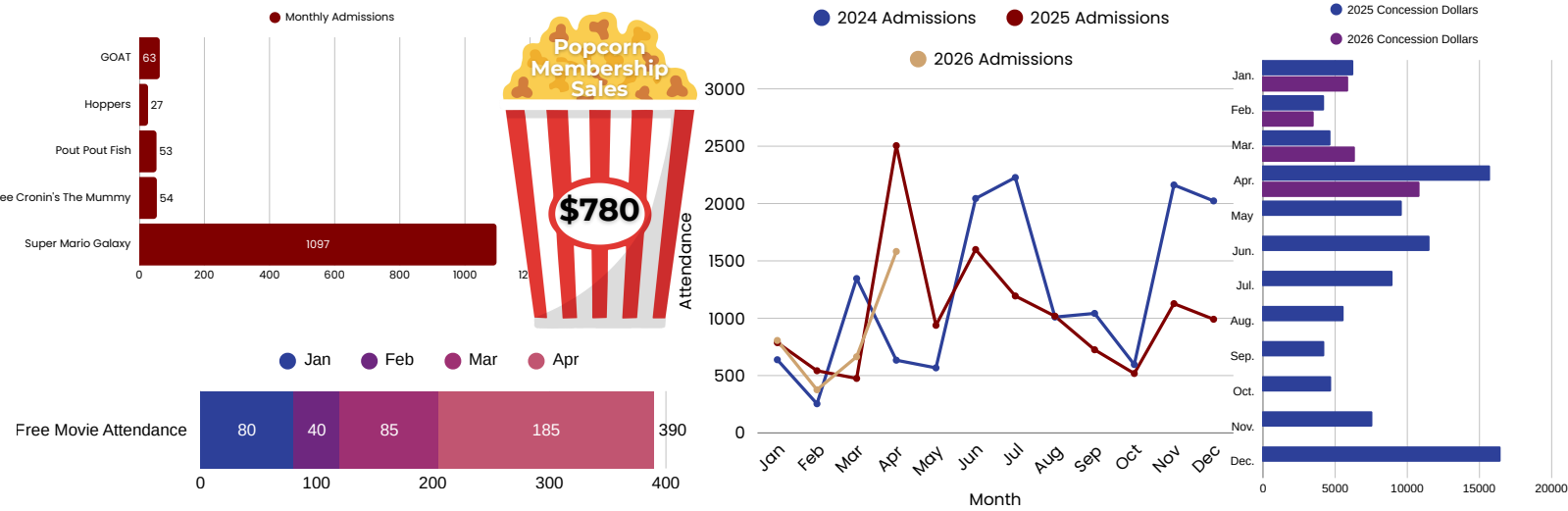
IONIA THEATRE MONTHLY REPORT



MOVIES PLAYED IN APRIL



BY THE NUMBERS...



UPCOMING @ THE THEATRE

FIELD TRIP SEASON	05/19 IPS Class Night	5/25 Memorial Day Parade	5/28 & 5/30 LDC Dance Rehearsal & Recital	6/4 & 6/6 MSDC Dance Rehearsal & Recital	06/05 Glad All Over & 404 Delux	06/06 Car Show Concessions	SUMMER IPR Day Camp Weekly Movies or Activities	6/12 Cow Pie Packet Pick Up
						Upcoming Releases Coming to the Ionia Theatre		
6/14 WION Free Movie	6/16 DDA + Chamber Workshop: Turning Crowds Into Customers	6/19 Right Door Event	06/23 Client Appreciation Event - Dr. Harshman	07/09 Ionia County VA Benefit Concert	07/18 IFF Parade	08/01 I Do Part 2	<ul style="list-style-type: none"> The Mandalorian & Grogu Pressure Disclosure Day Toy Story 5 Minions and Monsters Moana The Odyssey Spiderman 	



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

TO: DDA Board of Directors
FROM: Cassie Rice, DDA Director
DATE: May 20, 2026
RE: MIPitch Funding Support

Background

The DDA was approached to continue its financial support for the 2026 MIPitch program. In previous years, the DDA has contributed to this initiative in the following amounts:

- 2021 – \$500
- 2022 – \$500
- 2023 – \$500
- 2024 – \$1,000
- 2025 – \$1,000
- 2026 – Requested amount of \$1,000

MIPitch is an annual pitch competition designed to encourage innovation and support entrepreneurial growth in the rural communities of Montcalm and Ionia Counties. The program invites entrepreneurs and small business owners to submit creative business ideas and growth concepts for consideration.

Applications are reviewed by a panel of judges, who select finalists to present their ideas live during the in-person competition on September 17, 2026. Finalists compete for cash prizes and receive opportunities for business exposure, mentorship, networking, and professional support. The event also includes a tri-chamber networking opportunity aimed at strengthening regional business connections and collaboration.

Several downtown Ionia businesses have previously received funding through the program, making it an accessible, low-barrier opportunity for local businesses to pursue startup or expansion funding while gaining valuable resources and community connections.

Requested Action/Motion:

It is requested the DDA Board of Directors consider making a motion to approve the financial support of the MIPitch 2026 competition.

Motion By: _____ Seconded By: _____

Marketing Update

- Bulldogs Unleashed
 - Project continues to move forward, with several bulldog sculptures now completed.
 - Approved funding to the IHS Art Department for both last year's and this year's Bulldogs Unleashed projects.
- District Communications
 - Purchasing heavy-duty snap signs for road closures and event communication needs.
 - Standard closure signage will be kept on hand, with event-specific inserts available through a local printer.
 - Researching pricing and options for basic public parking signs for downtown lots.
- America 250
 - Exploring decorative and promotional items for Gateway Park as part of the America 250 initiative.
 - Encouraging downtown businesses to participate through themed window displays and decorations.
- “Downtown Ducking” concept was explored; additional interactive promotion ideas are being considered.
 - Approved use of Community Cash and Theatre gift cards as promotional prizes and giveaways.
- Ideas to develop or expand:
 - Create a dumpster location map to show locations for businesses
 - Develop digital graphics and shareable content for social media and website use to highlight downtown initiatives, events, and amenities.
 - Design an infographic on “Living Downtown”, including key stats on housing, walkability, business mix, events, and community growth.
 - Explore a unified branding tag such as “Keep Discovering” to reinforce ongoing engagement and repeat visitation.
 - Focus on building stackable experiences, encouraging visitors to combine events, shopping, dining, and entertainment into longer and more meaningful downtown stays.

