

CITY OF IONIA DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
January 15, 2025 at 8:00AM **Council Chambers of City Hall**

CALL TO ORDER

ROLL CALL OF MEMBERS

City Manager Precia Garland, John Krueger, Tricia Meyers, Zachary Sheehan, Heather Poland-Sizemore, Dustin Sommer, Ben Weller, and Ryan Wilson, Theatre Manager Gary Ferguson and DDA Director Cassie Rice

PUBLIC COMMENTS

CONSENT AGENDA

To approve the January 15, 2025 meeting agenda

APPROVAL OF MEETING MINUTES

To approve the minutes from December 2024 DDA Board of Directors meeting

FINANCIAL REPORT

To approve the Accounts Payables for the DDA:
November 26, 2024 – December 25, 2024 in the amount of \$2,463.12
To approve the Accounts Payables for the Theatre:
November 26, 2024 – December 25, 2024 in the amount of \$33,889.00

DDA DIRECTOR REPORT

Report included in Board meeting document package

THEATRE REPORT

BOARD DECISIONS AND ACTION ITEMS

1. 2025 Election of Officers: Chairperson, Vice Chairperson, Treasurer, Secretary
2. Marketing Committee Budget Approval

DISCUSSION ITEMS

1. Conflict of Interest Statements for DDA Board of Directors

OTHER

ADJOURNMENT

Upcoming Events

- Educational Opportunity: Strategies to Improve Your Business Social Media, Hosted by DDA and PFCU - January 21st at 9a to 10a, Ionia Theatre
- Educational Opportunity: Strategies to Improve Your Business Social Media, Hosted by DDA and PFCU - January 21st at 9a to 10a, Ionia Theatre

City of Ionia Downtown Development Authority
December 18, 2024 Meeting Minutes

CALL TO ORDER: The Ionia Downtown Development Authority Board of Directors meeting was called to order at 8:03 AM by Chairperson Kirgis.

ROLL CALL OF MEMBERS: Roll call revealed the following DDA Board of Directors present: City Manager Precia Garland, Mike Kirgis, John Krueger, Dustin Sommer, Ben Weller, and Ryan Wilson. Also in attendance: Theatre Director Gary Ferguson, DDA Director C. Rice, Assistant City Manager J. Bowman, and DDA outgoing Director L. Curtis. Guests included Ionia Area Chamber of Commerce Director L. Wilson

PUBLIC COMMENTS: Chamber Director L. Wilson noted appreciation to the DDA for assistance with the Christmas festivities. The Chamber is hosting the Annual Dinner on January 31, 2025 and welcomes all to attend.

CONSENT AGENDA: Motion to approve the Agenda as presented by Member Wilson seconded by Member Sommer.
MOTION CARRIED.

MEETING MINUTES: Motion to approve the November 2024 meeting minutes by Member Weller; seconded by Member Garland.
MOTION CARRIED.

FINANCIAL REPORT: Motion to approve the Financial Report by Member Wilson; seconded by Member Weller.
MOTION CARRIED.

DDA DIRECTOR REPORT: PFCU will be providing a panel discussion on 8 Strategies to Improve Your Business Social Media on Tuesday, January 21st at 9am. Open to all – no registration or cost to attend. An additional workshop will be presented in February on Bank Fraud. DDA Board will undergo a Strategic Planning Workshop in February to determine a blueprint of goals and objectives of the upcoming year. Full report included in DDA Board meeting document package.

THEATRE REPORT: Director G. Ferguson provided monthly update on movies and admissions. A total of 6 school holiday programs were managed, inclusive of day time rehearsals and evening performances. Manual loads are being required in the theatre management system, until issues are resolved. Music on Main St. system receiving interference and working towards a solution to restart playing holiday music during daytime hours.

BOARD DECISIONS AND ACTION ITEMS:

1. Priority Site Listing at State level: Site options provided to Board. Member Wilson motioned to approve 431 W Lincoln Ave and 428 W Lincoln Ave as listed Priority Sites; seconded by Member Garland.
MOTION CARRIED.

DISCUSSION ITEMS:

1. Marketing Committee Update: Committee met with A. Warner to discuss marketing opportunities for the Shopping District and place based suggestions.
 - a. Member Wilson requested proposal for cost of services
2. Member Krueger noted 313. W. Main building vacancy was filled by The Paisley Fig and will have a soft opening from 6-9pm on Thursday, December 19, 2024.

GENERAL ADJOURNMENT: Motion to adjourn at 8:46 AM by Member Wilson; seconded by Member Krueger. MOTION CARRIED.

DDA Board Secretary

Date

DDA Recording Secretary

Date

DDA REPORT GL FOR CITY OF IONIA
Balance As of 12/31/2024

GL Number	Description	End Balance 06/30/2024	24-25 Amended Budget	YTD Balance 12/31/2024
Fund: 248 DOWNTOWN DEVELOPMENT OPERATING				
Account Category: Revenues				
Department: 000.000				
248-000.000-415.000	2 MILL LEVY	44,293.87	46,000.00	41,529.99
248-000.000-655.000	PROMOTIONS AND SPONSORSHIPS	16,010.00	12,800.00	4,130.00
248-000.000-665.000	INTEREST	2,194.42	500.00	3,379.02
248-000.000-676.002	Reimbursement for IFF Agreeemnt	27,500.00	30,000.00	7,500.00
248-000.000-688.000	OTHER REVENUE	1,360.21	750.00	98.73
248-000.000-699.101	CONTRIBUTIONS FROM GENERAL FUN	250,000.00	270,000.00	0.00
Total Dept 000.000		341,358.50	360,050.00	56,637.74
Revenues		341,358.50	360,050.00	56,637.74
Account Category: Expenditures				
Department: 558.000 ADMINISTRATIVE				
248-558.000-702.000	SALARY & WAGES	74,842.71	76,900.00	44,958.25
248-558.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	51,543.44	59,000.00	31,097.18
248-558.000-727.000	OFFICE SUPPLIES	1,421.28	1,800.00	826.21
248-558.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	1,154.93	0.00	354.00
248-558.000-851.000	TELEPHONE	900.00	900.00	430.00
248-558.000-860.000	TRANSPORTATION AND TRAINING	1,803.17	1,600.00	1,530.00
248-558.000-954.000	INSURANCE	5,790.00	6,800.00	5,286.26
248-558.000-980.700	CAPITAL OUTLAY - THEATRE	44,200.00	155,000.00	0.00
Total Dept 558.000 - ADMINISTRATIVE		181,655.53	302,000.00	84,481.90
Department: 600.000 DOWNTOWN MAINTENANCE				
248-600.000-740.000	OPERATING SUPPLIES	5,233.00	21,000.00	3,059.26
248-600.000-920.000	PUBLIC UTILITIES	8,031.96	6,500.00	4,365.49
Total Dept 600.000 - DOWNTOWN MAINTENANCE		13,264.96	27,500.00	7,424.75
Department: 610.000 DDA DEVELOPMENT				
248-610.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	359.64	20,000.00	938.00
248-610.000-972.000	PROMOTIONS AND FIREWORKS	14,955.92	20,000.00	1,349.33
Total Dept 610.000 - DDA DEVELOPMENT		15,315.56	40,000.00	2,287.33
Expenditures		210,236.05	369,500.00	94,193.98
Fund 248 - DOWNTOWN DEVELOPMENT OPERATING:				
TOTAL REVENUES		341,358.50	360,050.00	56,637.74
TOTAL EXPENDITURES		210,236.05	369,500.00	94,193.98
NET OF REVENUES & EXPENDITURES:		131,122.45	(9,450.00)	(37,556.24)
BEG. FUND BALANCE		59,503.52	190,625.97	190,625.97
END FUND BALANCE		190,625.97	181,175.97	153,069.73

DDA REPORT GL FOR CITY OF IONIA
Balance As of 12/31/2024

GL Number	Description	End Balance 06/30/2024	24-25 Amended Budget	YTD Balance 12/31/2024
Fund: 250 THEATRE FUND				
Account Category: Revenues				
Department: 000.000				
250-000.000-633.000	MOVIE ADMISSIONS	73,184.58	80,000.00	50,587.00
250-000.000-634.000	MOVIE CONCESSIONS	100,846.75	95,000.00	74,353.60
250-000.000-635.000	LIVE ENTERTAINMENT REVENUE	1,038.40	2,000.00	57.98
250-000.000-636.001	PREPAID TICKET SALES	335.00	0.00	0.00
250-000.000-639.000	THEATRE RENTAL	8,275.00	7,500.00	1,325.00
250-000.000-640.000	ADVERTISING REVENUES	4,301.50	4,000.00	2,981.50
250-000.000-665.000	INTEREST	497.43	1,000.00	(120.45)
250-000.000-675.000	GIFTS DONATIONS	1,796.82	2,500.00	5,982.12
250-000.000-688.000	OTHER REVENUE	1,445.36	2,000.00	1,789.00
250-000.000-699.248	CONTRIBUTION FROM DDA	35,000.00	155,000.00	0.00
Total Dept 000.000		226,720.84	349,000.00	136,955.75
Revenues		226,720.84	349,000.00	136,955.75
Account Category: Expenditures				
Department: 442.000 OPERATIONS				
250-442.000-702.000	SALARY & WAGES	100,489.13	103,000.00	52,008.58
250-442.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	8,226.43	11,000.00	4,271.96
250-442.000-727.000	OFFICE SUPPLIES	1,154.27	800.00	685.48
250-442.000-728.000	POSTAGE	0.62	100.00	21.44
250-442.000-729.000	CREDIT CARD FEES	6,454.65	6,000.00	2,140.58
250-442.000-732.000	LIVE ENTERTAINMENT EXPENSE	0.00	1,000.00	0.00
250-442.000-740.000	OPERATING SUPPLIES	3,768.60	3,750.00	400.85
250-442.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	11,885.77	18,000.00	8,261.62
250-442.000-804.000	FILM EXPENSE	41,662.27	45,000.00	29,646.58
250-442.000-805.000	CONCESSION EXPENSE	40,955.53	42,000.00	22,595.68
250-442.000-851.000	TELEPHONE	1,020.00	1,100.00	480.00
250-442.000-861.000	MEMBERSHIP AND DUES	0.00	0.00	500.00
250-442.000-862.000	SUBSCRIPTIONS	366.99	500.00	0.00
250-442.000-920.000	PUBLIC UTILITIES	30,421.43	35,000.00	14,481.95
250-442.000-931.000	BUILDING REPAIR & MAINTENANCE	20,942.45	10,000.00	23,456.11
250-442.000-956.001	SALES TAX	5,561.99	6,000.00	3,783.38
250-442.000-962.200	ADVERTISING - PROMOTION	7,305.50	5,000.00	4,303.35
250-442.000-968.000	DEPRECIATION	25,434.93	0.00	0.00
250-442.000-980.000	CAPITAL OUTLAY	0.00	55,000.00	0.00
Total Dept 442.000 - OPERATIONS		305,650.56	343,250.00	167,037.56
Expenditures		305,650.56	343,250.00	167,037.56
Fund 250 - THEATRE FUND:				
TOTAL REVENUES		226,720.84	349,000.00	136,955.75
TOTAL EXPENDITURES		305,650.56	343,250.00	167,037.56
NET OF REVENUES & EXPENDITURES:		(78,929.72)	5,750.00	(30,081.81)
BEG. FUND BALANCE		388,903.60	309,973.88	309,973.88
END FUND BALANCE		309,973.88	315,723.88	279,892.07
Report Totals:				
TOTAL REVENUES - ALL FUNDS		568,079.34	709,050.00	193,593.49
TOTAL EXPENDITURES - ALL FUNDS		515,886.61	712,750.00	261,231.54
NET OF REVENUES & EXPENDITURES:		52,192.73	(3,700.00)	(67,638.05)



Ionia Downtown Development Authority Director's Report January 2025

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

- DDA Strategic Planning Workshop: scheduled for February 19th from 1-4p
- Upcoming Educational Panel Discussions
 - PFCU: Strategies to Improve your Business Social Media, scheduled for January 21, 2025
 - Mercantile Bank: Fraud Prevention Workshop, scheduled for February 18, 2025
- Listed 2 sites as Priority Sites for Ionia – updating verbiage of listings
- DDA Marketing Committee meeting: January meeting produced ranking of priorities and draft budget to be approved by board.
- Submitted CIP.
- Attended The Paisley and Fig soft opening located at 313 W Main.
- Continued introductions with businesses in DDA district.

Meetings / Seminars / Webinars:

- Attended City Council, Department Head, and DDA Board of Directors meetings.
- Webinars attended: USDA Rural Development Resources Webinar, MDA's Downtown Management Training on Social Districts, MML's Webinar on Why Storefronts Are Your Best Local Economic Development Strategy, Match on Main Webinar (awaiting slides to hold Match on Main informational session with Main Street businesses.)
- Met with Ionia Harvest Marketplace Chair and Market Manager, attended Ionia Harvest Marketplace quarterly meeting.
- Met with Ionia Community Library Director.
- Social District Community Research Connections: Saranac, Sparta, Coopersville, Big Rapids

Theatre:

- Ionia Community Foundation Grant Request.
- Holiday break afternoon counter assistance.
- Provided various social media graphics.
- Held all staff connection.
- Continue to develop volunteer outreach program/orientation, general policies and procedures.

Respectfully submitted,

Cassie Rice, Ionia DDA Director/Assistant Theatre Director

CONFLICT OF INTEREST POLICY AND DISCLOSURE STATEMENT

Ionia Downtown Development Authority

The members of the Board of Directors shall exercise the utmost good faith in all transactions relating to their duties for the Ionia Downtown Development Authority (DDA). In their dealings with and on behalf of the Ionia DDA, they should be held to a strict rule of honest and fair dealing between themselves and the DDA. They shall not use their positions, or knowledge gained, in such a way that a conflict, real or apparent would arise between the interest of the Ionia DDA and that of the individual.

Members of the Board of Directors shall not accept any material gifts, favors, or hospitality that might influence their decision making or compromise their judgement in actions affecting the Ionia DDA.

Although positions of divided interest with potential conflict may arise from time to time, such instances shall not be permitted to influence adversely the welfare of the Ionia DDA. Therefore, any persons subject to this policy shall promptly disclose for him / her and members of his / her immediate family:

1. The existence of any actual or pending employment, appointment, activity, relationship or other position that may be divided interest with the Ionia DDA.
2. The existence of any actual or pending investment, contract, conveyance, purchase, sale or other transaction directly or indirectly involving or affecting such persons and that might involve a real or apparent material conflict with the interest of the Ionia DDA.

If there is a question whether a conflict of interest exists, the question shall be put before the Board of Directors. Whether a conflict of exists shall be determined by a majority vote of the remaining members of the Board of Directors. When a conflict of interest exists, the member of the Board of Directors shall do all of the following immediately, upon first knowledge of the case and determining that a conflict exists:

1. Declare a conflict exists at the next meeting of the Board of directors;
2. Cease to participate at the Board of Directors' meetings during deliberation of the agenda item before the Board of Directors.
3. Leave the meeting until that agenda item is concluded.

Signing of this statement covers the period of January 1, 2025 through December 31, 2025.

I have reviewed the Conflict of Interest Policy and agree to its terms.

Signature

Printed name

Role with DDA

Date