

CITY OF IONIA DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
February 19, 2025 at 8:00AM **Council Chambers of City Hall**

CALL TO ORDER

ROLL CALL OF MEMBERS

City Manager Precia Garland, Taryn Altobelli, 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 February 19, 2025 meeting agenda

APPROVAL OF MEETING MINUTES

To approve the minutes from January 2025 DDA Board of Directors meeting

FINANCIAL REPORT

To accept the Accounts Payables for the DDA:
December 26, 2024 – January 24, 2025 in the amount of \$2,184.11
To accept the Accounts Payables for the Theatre:
December 26, 2024 – January 24, 2025 in the amount of \$21,157.12

DDA DIRECTOR REPORT

Report included in Board meeting document package

THEATRE REPORT

BOARD DECISIONS AND ACTION ITEMS

1. 2024 Annual Report

DISCUSSION ITEMS

1. Marketing Committee Update
2. Match on Main Panel

OTHER

Oath of Office

ADJOURNMENT

Upcoming Events

- DDA Strategic Planning Session – February 19th, 1-4p
- Educational Opportunity: 8 Strategies to Improve Your Business Social Media, Hosted by DDA and PFCU – April 15th from 9a to 10a, Ionia Theatre

City of Ionia Downtown Development Authority
January 15, 2025 Meeting Minutes

CALL TO ORDER: The Ionia Downtown Development Authority Board of Directors meeting was called to order at 8:00 AM by Vice Chairperson Krueger.

ROLL CALL OF MEMBERS: Roll call revealed the following DDA Board of Directors present: City Manager Precia Garland, John Krueger, Dustin Sommer, Ben Weller, Heather Poland-Sizemore and Ryan Wilson. Also in attendance: DDA Director C. Rice, Assistant City Manager J. Bowman, Mayor Milewski, Guests included Ionia Area Chamber of Commerce Director L. Wilson

PUBLIC COMMENTS: Chamber Director L. Wilson noted an upcoming ribbon cutting on January 16th for The Paisley Fig, upcoming Legislative Update on January 27th, upcoming Coffee & Connect on January 28th, upcoming Annual Dinner on January 31st, upcoming robust Lunch and Learn series beginning on March 12th and upcoming Expo on March 15th held at Ionia High School.

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

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

FINANCIAL REPORT: Request by Member Sommer to include percentage column on financial reports. Motion to accept the Financial Report by Member Wilson; seconded by Member Sommer.
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 and Mercantile Bank will host a Fraud Prevention Workshop on Tuesday, February 18th at 9am, both open to all – no registration or cost to attend. DDA Board has scheduled a Strategic Planning Workshop to take place on February 19th to determine a blueprint of goals and objectives of the upcoming year. Full report included in DDA Board meeting document package.

THEATRE REPORT: Theatre Assistant Director C. Rice provided monthly update on holiday break attendance. The Theatre submitted a grant request to the Ionia County Community Foundation for the improvement of stage lighting. The Theatre staff continues to work on volunteer outreach, general policies and procedures.

BOARD DECISIONS AND ACTION ITEMS:

1. 2025 Election of Officers:

- a. Chairperson: Member Krueger nominated by Member Garland; seconded by Member Wilson. MOTION CARRIED.

- b. Vice Chairperson: Member Sommer nominated by Member Garland; seconded by Member Wilson. MOTION CARRIED.
 - c. Treasurer: Member Weller nominated by Member Wilson; seconded by Member Sommer. MOTION CARRIED.
 - d. Secretary: Member Poland-Sizemore nominated by Member Wilson; seconded by Member Garland. MOTION CARRIED.
2. Marketing Committee Budget Approval: Director C. Rice requested approval of Marketing Committee budget allocation in four categories: photos/videos, website updates, promotional items, and placemaking activation within DDA district. Motion to accept Marketing Budget by Member Poland-Sizemore; seconded by Member Weller. A request to include marketing budget in financial reports was made by the board.
MOTION CARRIED.

DISCUSSION ITEMS:

- 1. Conflict of Interest Statements: Board members were provided with statements to complete and return to the DDA Director.
- 2. Board Make Up: The board acknowledged the need for a replacement board member following Member Kirgis' departure in December 2024. Board meeting attendance and engagement was discussed with a request to supply all board members with the 2024 attendance record.
- 3. Oath of office for Member Krueger and Member Sommer was completed for their reappointment.

GENERAL ADJOURNMENT: Motion to adjourn at 8:45 AM by Member Wilson; seconded by Member Sommer. MOTION CARRIED.

DDA Board Secretary

Date

DDA Recording Secretary

Date

DDA REPORT GL FOR CITY OF IONIA
Balance As of 01/31/2025

GL Number	Description	End Balance 06/30/2024	24-25 Amended Budget	YTD Balance 01/31/2025	% Bdgt Used
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	41,662.84	90.57
248-000.000-655.000	PROMOTIONS AND SPONSORSHIPS	16,010.00	12,800.00	4,130.00	32.27
248-000.000-665.000	INTEREST	2,194.42	500.00	3,861.79	772.36
248-000.000-676.002	Reimbursement for IFF Agreeemnt	27,500.00	30,000.00	7,500.00	25.00
248-000.000-688.000	OTHER REVENUE	1,360.21	750.00	98.87	13.18
248-000.000-699.101	CONTRIBUTIONS FROM GENERAL FUN	250,000.00	270,000.00	0.00	0.00
Total Dept 000.000		341,358.50	360,050.00	57,253.50	15.90
Revenues		341,358.50	360,050.00	57,253.50	15.90
Account Category: Expenditures					
Department: 558.000 ADMINISTRATIVE					
248-558.000-702.000	SALARY & WAGES	74,842.71	96,900.00	74,514.37	76.90
248-558.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	51,543.44	59,000.00	35,266.47	59.77
248-558.000-727.000	OFFICE SUPPLIES	1,421.28	1,800.00	941.89	52.33
248-558.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	1,154.93	0.00	696.49	100.00
248-558.000-851.000	TELEPHONE	900.00	900.00	615.00	68.33
248-558.000-860.000	TRANSPORTATION AND TRAINING	1,803.17	1,600.00	1,625.00	101.56
248-558.000-954.000	INSURANCE	5,790.00	5,400.00	5,286.26	97.89
248-558.000-980.700	CAPITAL OUTLAY - THEATRE	44,200.00	155,000.00	0.00	0.00
Total Dept 558.000 - ADMINISTRATIVE		181,655.53	320,600.00	118,945.48	37.10
Department: 600.000 DOWNTOWN MAINTENANCE					
248-600.000-740.000	OPERATING SUPPLIES	5,233.00	21,000.00	3,059.26	14.57
248-600.000-920.000	PUBLIC UTILITIES	8,031.96	6,500.00	4,365.49	67.16
Total Dept 600.000 - DOWNTOWN MAINTENANCE		13,264.96	27,500.00	7,424.75	27.00
Department: 610.000 DDA DEVELOPMENT					
248-610.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	359.64	20,000.00	938.00	4.69
248-610.000-972.000	PROMOTIONS AND FIREWORKS	14,955.92	20,000.00	1,349.33	6.75
Total Dept 610.000 - DDA DEVELOPMENT		15,315.56	40,000.00	2,287.33	5.72
Expenditures		210,236.05	388,100.00	128,657.56	33.15
Fund 248 - DOWNTOWN DEVELOPMENT OPERATING:					
TOTAL REVENUES		341,358.50	360,050.00	57,253.50	
TOTAL EXPENDITURES		210,236.05	388,100.00	128,657.56	
NET OF REVENUES & EXPENDITURES:		131,122.45	(28,050.00)	(71,404.06)	
BEG. FUND BALANCE		59,503.52	190,625.97	190,625.97	
END FUND BALANCE		190,625.97	162,575.97	119,221.91	

DDA REPORT GL FOR CITY OF IONIA
Balance As of 01/31/2025

GL Number	Description	End Balance 06/30/2024	24-25 Amended Budget	YTD Balance 01/31/2025	% Bdgt Used
Fund: 250 THEATRE FUND					
Account Category: Revenues					
Department: 000.000					
250-000.000-633.000	MOVIE ADMISSIONS	73,184.58	80,000.00	54,761.00	68.45
250-000.000-634.000	MOVIE CONCESSIONS	100,846.75	110,000.00	80,612.35	73.28
250-000.000-635.000	LIVE ENTERTAINMENT REVENUE	1,038.40	2,000.00	57.98	2.90
250-000.000-636.001	PREPAID TICKET SALES	335.00	0.00	0.00	0.00
250-000.000-639.000	THEATRE RENTAL	8,275.00	7,500.00	3,675.00	49.00
250-000.000-640.000	ADVERTISING REVENUES	4,301.50	5,000.00	2,981.50	59.63
250-000.000-665.000	INTEREST	497.43	1,000.00	(152.61)	(15.26)
250-000.000-675.000	GIFTS DONATIONS	1,796.82	2,500.00	6,686.93	267.48
250-000.000-688.000	OTHER REVENUE	1,445.36	2,000.00	1,578.00	78.90
250-000.000-699.248	CONTRIBUTION FROM DDA	35,000.00	155,000.00	0.00	0.00
Total Dept 000.000		226,720.84	365,000.00	150,200.15	41.15
Revenues		226,720.84	365,000.00	150,200.15	41.15
Account Category: Expenditures					
Department: 442.000 OPERATIONS					
250-442.000-702.000	SALARY & WAGES	100,489.13	103,000.00	60,331.54	58.57
250-442.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	8,226.43	11,000.00	4,959.44	45.09
250-442.000-727.000	OFFICE SUPPLIES	1,154.27	800.00	726.16	90.77
250-442.000-728.000	POSTAGE	0.62	100.00	21.44	21.44
250-442.000-729.000	CREDIT CARD FEES	6,454.65	6,000.00	2,874.80	47.91
250-442.000-732.000	LIVE ENTERTAINMENT EXPENSE	0.00	1,000.00	0.00	0.00
250-442.000-740.000	OPERATING SUPPLIES	3,768.60	3,750.00	430.85	11.49
250-442.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	11,885.77	18,000.00	9,339.92	51.89
250-442.000-804.000	FILM EXPENSE	41,662.27	45,000.00	34,573.57	76.83
250-442.000-805.000	CONCESSION EXPENSE	40,955.53	42,000.00	27,338.99	65.09
250-442.000-851.000	TELEPHONE	1,020.00	1,100.00	675.00	61.36
250-442.000-861.000	MEMBERSHIP AND DUES	0.00	500.00	500.00	100.00
250-442.000-862.000	SUBSCRIPTIONS	366.99	500.00	222.50	44.50
250-442.000-920.000	PUBLIC UTILITIES	30,421.43	35,000.00	19,897.63	56.85
250-442.000-931.000	BUILDING REPAIR & MAINTENANCE	20,942.45	25,000.00	24,940.15	99.76
250-442.000-956.001	SALES TAX	5,561.99	6,000.00	4,131.65	68.86
250-442.000-962.200	ADVERTISING - PROMOTION	7,305.50	5,000.00	5,220.47	104.41
250-442.000-968.000	DEPRECIATION	25,434.93	0.00	0.00	0.00
250-442.000-980.000	CAPITAL OUTLAY	0.00	55,000.00	0.00	0.00
Total Dept 442.000 - OPERATIONS		305,650.56	358,750.00	196,184.11	54.69
Expenditures		305,650.56	358,750.00	196,184.11	54.69
Fund 250 - THEATRE FUND:					
TOTAL REVENUES		226,720.84	365,000.00	150,200.15	
TOTAL EXPENDITURES		305,650.56	358,750.00	196,184.11	
NET OF REVENUES & EXPENDITURES:		(78,929.72)	6,250.00	(45,983.96)	
BEG. FUND BALANCE		388,903.60	309,973.88	309,973.88	
END FUND BALANCE		309,973.88	316,223.88	263,989.92	
Report Totals:					
TOTAL REVENUES - ALL FUNDS		568,079.34	725,050.00	207,453.65	
TOTAL EXPENDITURES - ALL FUNDS		515,886.61	746,850.00	324,841.67	
NET OF REVENUES & EXPENDITURES:		52,192.73	(21,800.00)	(117,388.02)	



Ionia Downtown Development Authority Director's Report February 2025

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

- DDA Strategic Planning Workshop: scheduled for February 19th from 1-4p in Council Chambers
- Upcoming DDA Educational Opportunities:
 - Mercantile Bank: Fraud Prevention Workshop, scheduled for February 18, 2025
 - PFCU: 8 Strategies to Improve your Business Social Media, scheduled for April 15, 2025
- DDA Marketing Committee meeting: February meeting produced items within the 4 approved categories to be approved by board.
- Attended ribbon cutting at The Paisley and Fig located at 313 W Main.
- Parking Parcel Project
- Continued introductions with businesses in DDA district and hand delivered Match on Main Grant Opportunity
- Connected on potential bike races(Cow Pie Classic in June and potential new Bike Race in August)
- Attended IACC Annual Awards Dinner and connected with Chamber Director on Autumn Celebration partnership

Meetings / Seminars / Webinars:

- Attended City Council, Department Head, and DDA Board of Directors meetings.
- MEDC city visit: discussed Ionia future and walked through a building to determine funding route options for owner.
- Webinars attended: MI Funding Hub Webinar, Sen. Elissa Slotkin funding options updates, LHAT HR Forum, MEDC Michigan Main Street Program Overview, Top 40 Best Practices for Downtown Management
- Spoke on DDA and Theatre: Ionia Rotary Club Meeting and Ionia Business and Professional Women's Meeting
- Social District Community Research Connections: Greenville, St. Johns, Lowell, Rockford, Mount Clemens, Centerline, St. Claire Shores and Ionia Department of Public Safety

Theatre:

- Hosted National Popcorn Day Event, MSDA Virtual Judging Event, CC ISD Showing, Free Movie Monday and Super Bowl Popcorn Sale
- Accepted Ionia Community Foundation Grant
- BPAC walkthrough and Ionia Theatre improvement ideas
- Attended Ad Hoc Group meeting
- Continue to develop volunteer outreach program/orientation, general policies and procedures.

Respectfully submitted,
Cassie Rice, Ionia DDA Director/Assistant Theatre Director



2024 ANNUAL REPORT



CITY OF IONIA
Ionia Downtown Development Authority

ANNUAL REPORT

2024

INTRODUCTION

The Downtown Development Authority (DDA) is pleased to present its annual report, highlighting the progress and achievements of the past year. With a steadfast commitment to fostering a vibrant, accessible, and dynamic downtown, the DDA has worked in collaboration with local businesses, residents, and community partners to drive growth and enhance the district's appeal.

This report showcases the initiatives and projects that have contributed to district's continued evolution as a hub of economic activity, culture, and innovation. From infrastructure improvements to community events and new business development, the DDA has prioritized efforts that create a welcoming environment for all who live, work, and visit the area.

As the downtown district navigates opportunities and challenges, the DDA remains focused on preserving its unique character while pursuing strategic advancements that support long-term success.

The DDA expresses its gratitude to all stakeholders, whose collaboration and support have been instrumental in achieving these milestones. Together, the community continues to shape the district and a downtown that is not only a center of activity today but also a cornerstone for future generations.

This report celebrates the progress made and sets the stage for continued success as the DDA works toward a thriving and inclusive district.



2024 SNAPSHOT

Economic Development

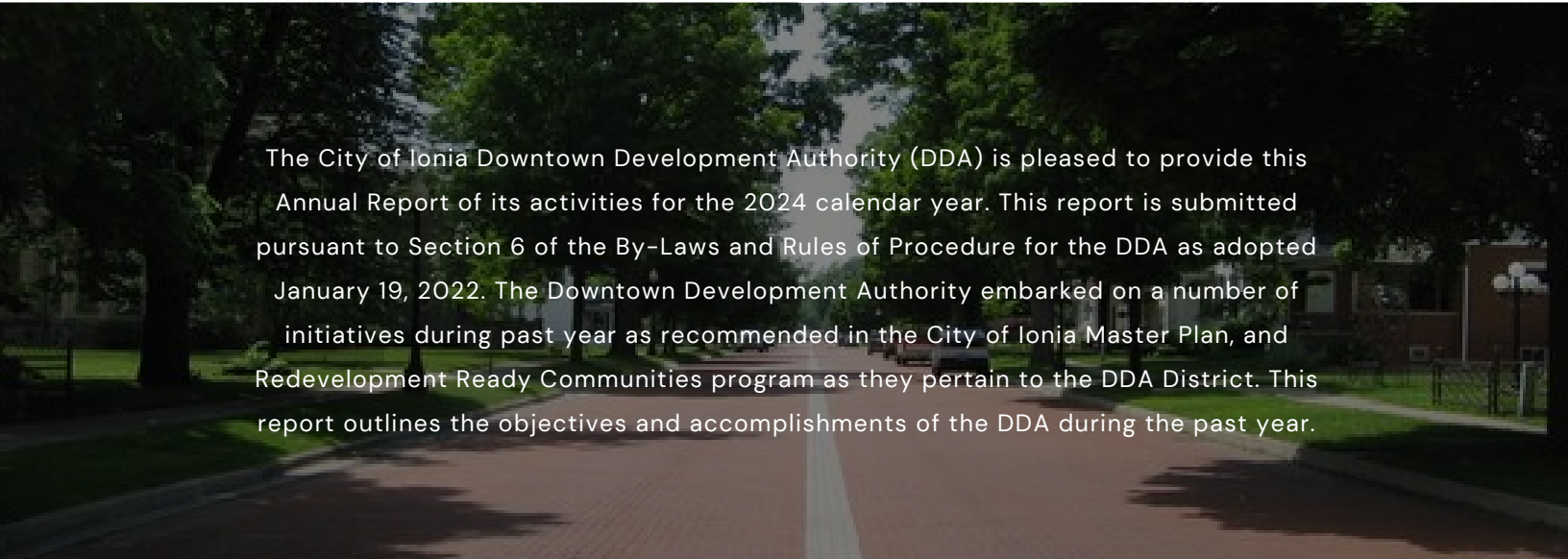
- Maintenance of Redevelopment Ready Communities Certification
 - 1 of 75 in State
- RRC Priority Site Listings
 - 2 of 25 in State
- Match on Main Grant Opportunity
- MiPitch – \$7,000 awarded to a Downtown Ionia Business
- First Impressions Tourism Assessment
- Assisted with (5) Ribbon Cuttings
- Small Business Saturday Promotions
- Buy Nearby Campaign

Downtown Beautification and Maintenance

- Dumpster Program
- Ground Flowers and Large Planters in Downtown Business District
- Lamppost Banners
- Lamppost Holiday Garland Wraps and Decorations

Special Events and Experiences Available

- Sidewalk Cafés
- Autumn Celebration
- Ionia Fireworks Display
- Hometown Holiday Events
 - Annual Tree Lighting
- Ionia Cruisin' Classic Car Show
- The Cow Pie Classic Bike Race
- Parades
 - Memorial Day Parade
 - Ionia Free Fair Grand Parade
 - Ionia Homecoming Parade
 - Twinkle Town Parade



The City of Ionia Downtown Development Authority (DDA) is pleased to provide this Annual Report of its activities for the 2024 calendar year. This report is submitted pursuant to Section 6 of the By-Laws and Rules of Procedure for the DDA as adopted January 19, 2022. The Downtown Development Authority embarked on a number of initiatives during past year as recommended in the City of Ionia Master Plan, and Redevelopment Ready Communities program as they pertain to the DDA District. This report outlines the objectives and accomplishments of the DDA during the past year.

BOARD OF DIRECTORS

The Re-codified Tax Increment Financing Act, specifically MCL 125.4101 provides the statute under which Downtown Development Authorities in the State of Michigan are established and operated. In accordance with MCL 125.4201, Section 201 (h), Chief Executive Officer means the Mayor or City Manager of the City. In accordance with the statute, the City Manager was approved to serve as the Chief Executive Officer member of the City of Ionia DDA Board of Directors

2024 Members of the Board of Directors:

- Mike Kirgis, Chairperson – Mike Kirgis Insurance Agency
- John Krueger, Vice Chairperson – Ionia Lock and Key
- Heather Poland-Sizemore, Secretary – The Jewel Box
- Chris Hyzer, Acting DDA Treasurer – City of Ionia Finance Director
- Precia Garland, Chief Executive Officer – City Manager, City of Ionia
- Tricia Meyers – VENTRA
- Zachary Sheehan – Edward Jones / Downtown resident
- Dustin Sommer – The Development Studio
- Ben Weller – PFCU
- Ryan Wilson – ICEA

The DDA Board of Directors shall be comprised of the Chief Executive Officer and eight (8) members appointed by the Mayor, subject to confirmation by City Council. At least five (5) of the members shall be persons having an interest in property located within the DDA District. At least one (1) of the members shall be a resident of the DDA District, if the DDA District has one hundred (100) or more persons residing in it. Each member shall serve a term of four (4) years. An appointment to fill a vacancy shall be made by the Mayor, upon confirmation by the City Council, for the remainder of the unexpired term.

Board Member	Jan.	Feb.	March	April	May	June	July	Aug.	Sept	Oct.	Nov.	Dec.
Mike Kirgis	P	P	P	P	P	EXC	P	P	A	P	P	P
City Manager Precia Garland	P	P	P	P	P	P	P	P	P	P	P	P
Ben Weller	EXC	P	P	P	P	P	P	P	P	P	P	P
John Krueger	P	P	P	EXC	P	P	P	P	P	P	P	P
Heather Poland-Sizemore	A	P	P	EXC	P	P	EXC	P	P	P	A	A
Dustin Sommer	P	P	P	P	P	P	A	P	A	P	P	P
Zachary Sheehan	P	A	A	A	P	A	A	P	A	A	P	A
Ryan Wilson	P	P	P	P	P	P	P	EXC	P	P	P	P
Tricia Meyers								P	P	P	A	A

ANNUAL REPORT OF EXPENDITURES - DDA

FISCAL YEAR 2023-2024

*Prepared Pursuant to Section 884.11 of the City
Code of Ordinances*

REVENUES

Taxes	\$44,294
Interest Income	\$2,194
Charges	\$27,500
Contributions from primary government	\$250,000
Miscellaneous	<u>\$17,370</u>
Total Revenues	\$341,358

EXPENDITURES/EXPENSES

Personnel services	\$74,843
Contractual services	\$7,305
Benefits	\$53,346
Material and supplies	\$6,654
Utilities	\$8,932
Promotion	\$14,956
Contributions to primary government	<u>\$44,200</u>
Total expenditures/expenses	<u>\$210,236</u>
Revenues over (under) expenditures/expenses	\$131,122

FUND DEFICIT/FUND BALANCE

DDA Fund – Fund balances/net position, beginning of year	\$59,504
DDA Fund – Fund balances/net position, end of year	\$190,626