

**CITY OF IONIA DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING**

October 16, 2024 at 8:00AM Basement Conference Room / Garden Level of City Hall

CALL TO ORDER

ROLL CALL OF MEMBERS

Chairperson Mike Kirgis, City Manager Precia Garland, John Krueger, Tricia Meyers, Zachary Sheehan, Heather Poland-Sizemore, Dustin Sommer, Ben Weller, and Ryan Wilson. City of Ionia Finance Director Chris Hyzer, Theatre Manager Gary Ferguson and DDA Director Linda Curtis.

PUBLIC COMMENTS

CONSENT AGENDA

To approve the October 16, 2024 meeting agenda

APPROVAL OF MEETING MINUTES

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

FINANCIAL REPORT

To approve the Accounts Payables for the DDA:

August 26, 2024 – September 25, 2024 in the amount of \$1,162.77.

To approve the Accounts Payables for the Theatre:

August 26, 2024 – September 25, 2024 in the amount of \$9,638.22

DDA DIRECTOR REPORT See attached

THEATRE REPORT

BOARD DECISIONS AND ACTION ITEMS

1.

DISCUSSION ITEMS

1. Marketing Committee update. Requesting recommendation from Board of Directors on top 3-5. Research to determine costs for each selected prior to final approval by Board of Directors.
 - a. Areas of interest to promote shopping district
 - i. Creating placemaking sites including empty lot – Dexter and Main. Possible art structure, signage with QR code linking to DDA and Chamber platforms. IONIA steel structure on site for selfie photos. People stand in I pose next to letters ONIA. Research RAP grant funding for placemaking site to be located at Dexter and Main.
 - ii. Billboards south of town near expressway. Wayfinding signage on Trails, at Dog Park, and Fairgrounds directing visitors to downtown.
 - iii. Photo (slide show) and video of community’s highlights designed to showcase downtown
 - iv. Branding to be used on all marketing platforms. Create brand specific to downtown (examples: Brick Town, Red Brick Town)
 - v. Art sculptures throughout downtown as a draw to attract out of town visitors
 1. Reach out to past Art Prize participants and fund displays in downtown

2. Bulldog sculptures to be purchased by DDA and distributed to local organizations and downtown business owners to paint and display. Each would require cement platforms that sculptures could be fastened to.
- vi. Discover Ionia – update and upgrade as main platform for marketing upcoming events
- vii. Kiosk for posters / flyers of upcoming events. Either Chamber of DDA would oversee and create policies for use.
- viii. Radio and TV ad campaigns – declined by committee.
- ix. Create several brochures – see examples from St. Johns. Have printed professionally rather than in-house. Generic listings, landmark map, promoting areas of interest.
- x. Workshops with topics that are of interest to small business owners. First three events include and will be hosted at Theatre:
 1. FB / Social Media – live posts and videos hosted by PFCU
 2. Credit Card Fraud – hosted by Mercantile Bank
 3. TV Marketing Campaigns for Small Businesses – hosted by WLNS

2. First Impressions Tourism Report Update

- a. Can recommendations from report align with Marketing Committee ideas?

OTHER

ADJOURNMENT

Upcoming Events

Autumn Celebration & Chili Dawg Challenge - Thursday, October 24th
 Small Business Saturday - Saturday, November 30th
 Twinkle Town Christmas Parade and Tree Lighting - Friday, December 6th

The Mission of the Ionia Downtown Development Authority is to promote and control economic growth which enhances the quality of life through planning and implementation of activities and projects within the Development District.

