

City of Ionia Downtown Development Authority  
August 21, 2024 Meeting Minutes

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

**ROLL CALL OF MEMBERS:** Roll call revealed the following DDA Board of Directors present: Mike Kirgis, John Krueger, City Manager Precia Garland, Zachary Sheehan, Heather Poland-Sizemore, Dustin Sommer, Ben Weller, and newly appointed member Tricia Meyers. Also in attendance: Finance Director Chris Hyzer, Theatre Manager Gary Ferguson, Assistant City Manager Jonathan Bowman and DDA Director Linda Curtis. Guest Ionia Area Chamber of Commerce Director L. Wilson.

**PUBLIC COMMENTS:** Assistant City Manager Bowman provided the Oath of Office to newly appointed Board Member Tricia Meyers. Member Meyers was welcomed by the Board of Directors.

Assistant City Manager Bowman provided the DDA Board of Directors with an update of the Master Plan process and the community forums that have been hosted to date.

**CONSENT AGENDA:** Motion to approve the Agenda as presented by Member Sizemore; seconded by Member Garland.

MOTION CARRIED.

**MEETING MINUTES:** Motion to approve the July 2024 meeting minutes by Member Krueger; seconded by Member Weller.

MOTION CARRIED.

**FINANCIAL REPORT:** Motion to approve the Financial Report by Member Garland; seconded by Member Sheehan.

MOTION CARRIED.

**DDA DIRECTOR REPORT:** Report included within DDA Board of Directors meeting document package.

**THEATRE REPORT:** Manager G. Ferguson provided the monthly review noting the Ionia County Commission On Aging Elvis Tribute concert was a success. Meijer hosted an Employee Appreciation Day featuring movies and a catered meal. A Teddy Petty Concert will be held at the Theatre October 12th.

**BOARD DECISIONS AND ACTION ITEMS:**

1. 2025 and 2026 Fireworks Display dates: Motion to approve 2025 Ionia Fireworks Display for Thursday, June 26<sup>th</sup> with a rain date of Friday, June 27<sup>th</sup> AND 2026 Ionia Fireworks Display for Thursday, June 25<sup>th</sup> with a rain date of Friday, June 26<sup>th</sup> by Member Garland; seconded by Member Sommer.  
MOTION CARRIED.

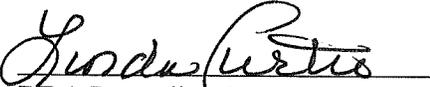
DISCUSSION ITEMS:

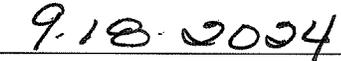
1. DDA Strategy Workshop: Director to request a template from presenter used by other community organizations. Board to review template and begin process. This may require an extended meeting in September.
2. Marketing Committee Update: Due to busy schedules, the committee has not met over the past several months. The Board will need to create a plan on how funding will be allocated. The Placer.al program was discussed as a possible allocation. Other areas included website, FB / Social Media, radio, TV, mailings, etc. Director to reach out to area businesses for hours of operation, description of business, etc. Businesses will also be asked what form of communication will be best for contact (text, phone, email, in person).
3. Social District: Information relating to Michigan Social Districts provided to Board for review as requested. Discussion to be tabled to a later date.

GENERAL ADJOURNMENT: Motion to adjourn at 9:10AM by Member Krueger; seconded by Member Sommer.  
MOTION CARRIED.

  
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DDA Board Secretary

  
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Date

  
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DDA Recording Secretary

  
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Date