

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

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

ROLL CALL OF MEMBERS: Roll call revealed the following DDA Board of Directors present: John Krueger, City Manager Precia Garland, Tricia Meyers, Heather Poland-Sizemore, Ben Weller, and Ryan Wilson. 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: N/A

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

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

FINANCIAL REPORT: Motion to approve the Financial Report by Member Garland; seconded by Member Weller.
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 large response from the FB post seeking volunteers. Weekend traffic has increased due to solid movie releases. A Teddy Petty Concert will be held at the Theatre October 12th. The newly appointed Ad Hoc committee will be meeting soon.

BOARD DECISIONS AND ACTION ITEMS: N/A

DISCUSSION ITEMS:

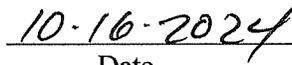
1. **Marketing Committee Update:** The Board noted that a standing date for Marketing Committee meetings must be established. Member Wilson noted the positive response from a past video showcasing the community. Having someone create a series of videos highlighting the downtown area, special events and more would be a good investment of the designated marketing dollars allotted by the City. He also discussed the need for a community billboard / kiosk where organizations could post flyers of upcoming events. The Greenville Chamber of Commerce has a great example. The Marketing Committee and Board of Directors will also need to make a determination regarding Placer agreement.

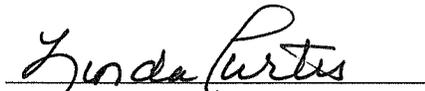
2. FIT Forum: Assistant City Manager Bowman provided an update on the Forum to be presented on September 23rd at the Ionia Theatre.
3. Attend St. Johns Principal Shopping District / DDA meeting: Arrangements to be finalized to attend their October meeting.
4. MIPitch Competition: Member Wilson provided information on the upcoming competition scheduled for Thursday, September 19th.
5. DDA Workshop: Discussion on a timeline for the workshop. Final determination to be provided to T. Alden.
6. Continued work on creating a detailed contact listing for DDA district businesses.

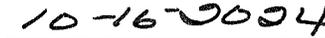
GENERAL ADJOURNMENT: Motion to adjourn at 9:03AM by Member Wilson; seconded by Member Weller.

MOTION CARRIED.


DDA Board Secretary


Date


DDA Recording Secretary


Date