

City of Ionia Downtown Development Authority  
October 16, 2024 Meeting Minutes

---

**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, Tricia Meyers, Heather Poland-Sizemore, Dustin Sommer, Ben Weller, and Ryan Wilson. Also in attendance: Finance Director Chris Hyzer, Theatre Manager Gary Ferguson, and DDA Director Linda Curtis. Guests included Ionia Area Chamber of Commerce Director L. Wilson and C. Rice.

**PUBLIC COMMENTS:** Chamber Director L. Wilson noted Autumn Celebration was on schedule for October 24<sup>th</sup>. Today is the last day to register for Scarecrow Contest and Window Decorating Contest. Trunk R' Treat program is at capacity.

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

**MEETING MINUTES:** Motion to approve the September 2024 meeting minutes by Member Wilson; seconded by Member Weller.  
**MOTION CARRIED.**

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

**DDA DIRECTOR REPORT:** Report included within DDA Board of Directors meeting document package. DDA will be reaching out area businesses for a Small Business Saturday ad campaign. Free movie at the Theatre same day to draw people to the downtown. Encouraging all businesses to be open. SBAM workshop regarding Michigan upcoming legislation on minimum wage and paid sick time requirements is extremely important for all business owners. Chamber and DDA have link to watch the webinar. Three business related workshops for businesses have been scheduled and will be presented at the Theatre – one each month November through January. Strategic Plan workshop to be held in November or December hosted by T. Alden of The Right Place.

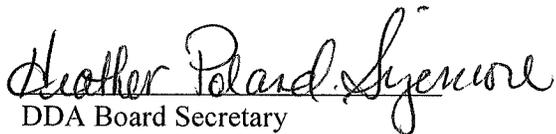
**THEATRE REPORT:** Manager G. Ferguson provided monthly update on movies and admissions. The Theatre was selected by Meijer #303 / Ionia as a recipient for a donation. School holiday programs have been scheduled.

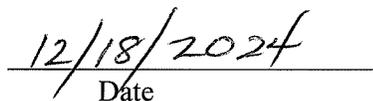
**BOARD DECISIONS AND ACTION ITEMS:** N/A

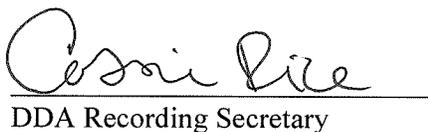
DISCUSSION ITEMS:

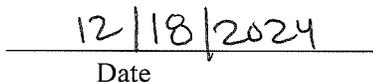
1. Marketing Committee Update. Areas of interest presented to Board of Director for direction. DDA Director to research several areas for related costs, availability, etc. and provide updates to Marketing Committee. Committee will update DDA Board at November meeting.
  - a. Creating Placemaking sites including gateway at Dexter and Main.
  - b. Billboards promoting shopping district
  - c. Creating new brand for Ionia
  - d. Art sculptures by local artists or Art Prize winners placed in downtown areas.
  - e. Bulldog sculptures
  - f. On-line presence including but not limited to upgrades to current Discover Ionia site, creation of a FB site, etc. Collection of photos and creation of video to promote shopping district to be used on social media platforms.
  - g. Kiosk for flyers and brochures
  - h. Radio and TV ad campaigns
  - i. Create brochures promoting Ionia
  - j. Business workshops: Three to be held in upcoming months.
  
2. First Impressions In Tourism report update in November.

GENERAL ADJOURNMENT: Motion to adjourn at 8:55AM by Member Wilson; seconded by Member Garland. MOTION CARRIED.

  
DDA Board Secretary

  
Date

  
DDA Recording Secretary

  
Date