

City of Ionia Downtown Development Authority  
November 20, 2024 Meeting Minutes

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**CALL TO ORDER:** The Ionia Downtown Development Authority Board of Directors meeting was called to order at 8:08AM by Chairperson Kirgis.

**ROLL CALL OF MEMBERS:** Roll call revealed the following DDA Board of Directors present: City Manager Precia Garland, Mike Kirgis, John Krueger, Zac Sheehan, Dustin Sommer, Ben Weller, and Ryan Wilson. Also in attendance: Finance Director Chris Hyzer, Theatre Manager Gary Ferguson, incoming DDA Director Cassie Rice, Assistant City Manager J. Bowman, and DDA Director L. Curtis. Guests included Ionia Area Chamber of Commerce Director L. Wilson and A. Warner

**PUBLIC COMMENTS:** Chamber Director L. Wilson noted that entry applications for the Twinkle Town Christmas Parade are currently open. The Chamber is also seeking volunteers to assist with parade line up from 5:00PM to 7:00PM on Friday, December 6<sup>th</sup>.

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

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

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

**DDA DIRECTOR REPORT:** WLNS TV 6 and affiliates will be presenting a Marketing / Promotion workshop on Thursday, November 21<sup>st</sup> at 9am. Open to all – no registration or cost to attend. Business attendees can enter drawing for a chance to win a \$2,000 ad package. Two additional workshops will be presented in January / February timeframe. Lamppost garland sponsor program underway. Small Business Saturday marketing materials to be distributed. Free movie to encourage visitor traffic, shopping in the district and create a family outing activity. Full report included in DDA Board meeting document package.

**THEATRE REPORT:** Manager G. Ferguson provided monthly update on movies and admissions. Expenses up due to repairs made to the Adobe Processor and new entrance doors with security alarm systems. School holiday programs begin first week of December providing a full schedule. Movie line-up is solid with holiday new releases. Board members and families encouraged to take in a movie and download the Theatre app.

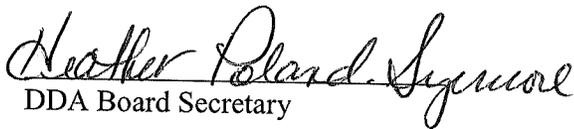
**BOARD DECISIONS AND ACTION ITEMS:** N/A

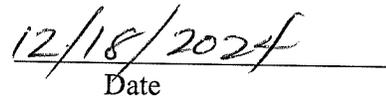
DISCUSSION ITEMS:

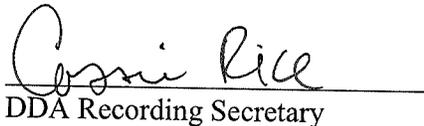
1. Marketing Committee Update: Committee met to discuss marketing opportunities for the Shopping District and place based suggestions:
  - a. Purchase of resin bulldog figures to be painted and placed throughout the downtown
  - b. Gateway at Dexter and Main Street: A large steel structure with the lettering ONIA to encourage residents and visitors to take and share selfies creating the letter I.
  - c. Official brochure with map and business listing.
  - d. No billboards at this time. No moving forward with Placier AI due to cost.

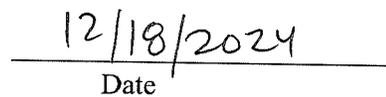
An additional meeting has been scheduled for the group with special guest A. Warner focusing on media platforms, how to reach and determine our true target market. Several Board members reached out to the Chamber Director regarding welcome packets for new residents and contents of each. Once an official brochure is printed, it should be placed accordingly in the bags. Until the brochure is printed, the DDA's current tri-fold could be used. Requesting coupons and general business information would also be included and very useful in encouraging new residents to shop locally. The group is requesting spending guidelines for the marketing funds allocated by Council.

GENERAL ADJOURNMENT: Motion to adjourn at 8:47AM by Member Wilson; 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