

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

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**CALL TO ORDER:** The Ionia Downtown Development Authority Board of Directors meeting was called to order at 8:03 AM 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, Dustin Sommer, Ben Weller, and Ryan Wilson. Also in attendance: Theatre Director Gary Ferguson, DDA Director C. Rice, Assistant City Manager J. Bowman, and DDA outgoing Director L. Curtis. Guests included Ionia Area Chamber of Commerce Director L. Wilson

**PUBLIC COMMENTS:** Chamber Director L. Wilson noted appreciation to the DDA for assistance with the Christmas festivities. The Chamber is hosting the Annual Dinner on January 31, 2025 and welcomes all to attend.

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

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

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

**DDA DIRECTOR REPORT:** PFCU will be providing a panel discussion on 8 Strategies to Improve Your Business Social Media on Tuesday, January 21<sup>st</sup> at 9am. Open to all – no registration or cost to attend. An additional workshop will be presented in February on Bank Fraud. DDA Board will undergo a Strategic Planning Workshop in February to determine a blueprint of goals and objectives of the upcoming year. Full report included in DDA Board meeting document package.

**THEATRE REPORT:** Director G. Ferguson provided monthly update on movies and admissions. A total of 6 school holiday programs were managed, inclusive of day time rehearsals and evening performances. Manual loads are being required in the theatre management system, until issues are resolved. Music on Main St. system receiving interference and working towards a solution to restart playing holiday music during daytime hours.

**BOARD DECISIONS AND ACTION ITEMS:**

1. Priority Site Listing at State level: Site options provided to Board. Member Wilson motioned to approve 431 W Lincoln Ave and 428 W Lincoln Ave as listed Priority Sites; seconded by Member Garland.

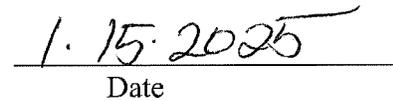
**MOTION CARRIED.**

DISCUSSION ITEMS:

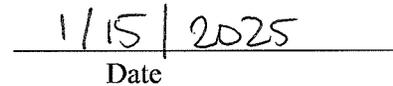
1. Marketing Committee Update: Committee met with A. Warner to discuss marketing opportunities for the Shopping District and place based suggestions.
  - a. Member Wilson requested proposal for cost of services
2. Member Krueger noted 313. W. Main building vacancy was filled by The Paisley Fig and will have a soft opening from 6-9pm on Thursday, December 19, 2024.

GENERAL ADJOURNMENT: Motion to adjourn at 8:46 AM by Member Wilson; seconded by Member Krueger. 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