

DDA MINUTES March 24, 2022

In Attendance: Andrew Schultz, Larry Loeks, Alexandra Copeland, Natalie Fuller, Dave Groendyk, Seth Ganton, Supervisor Nick Loeks

Absent: Chad Kerwin

The meeting was called to order by President Andrew Schultz at 9:05 am.

Item 2: Approve Agenda

Andrew added a few items:

3A Request for Payment for application of South segment of the Ring Road for Road Commission to review.

3B Vote in a DDA Treasurer for the calendar year

Motion: Larry Loeks, to accept with added 3A and 3B

Support: Dave Groendyk

Motion Carries

Item 3: Approval of Minutes from 2/24/22

Following updates were made:

Add Habib's last name Mandwee

Corrected Joe Wolf as from Louie's, not Fletcher's

Whitman was updated to correct spelling of Wightman

Trish Roberts email address was corrected to include the 's'

Motion: Dave Groendyk, approve with corrections

Support: Larry Loeks

Motion Carries

Item 3A: South segment from Dave's Glass to Vineyard Parkway is almost complete, and ready to be submitted to the Road Commission. The Road Commission has a fee of \$840 for the review. This can be paid directly, or the engineer can pay but will add a fee, to be \$924. Andrew has asked what we prefer, Larry Loeks suggested we do it ourselves.

Motion to pay from DDA Budget: Supervisor Nick Loeks

Support: Dave Groendyk

Motion Carries

Item 3B: Our only remaining officer position is for Treasurer, which we had previously had Alexandra Copeland nominated for the role.

Motion to appoint Alexandra Copeland to DDA Treasurer: Larry Loeks

Support: Dave Groendyk

Motion Carries

Item 4: Discuss Proposal from Matt Callander for Ring Road Segment

Matt Callander made a proposal at our previous meeting for the DDA to help pay for the road extension, the proposed amount was \$270,000.

*NOTE: Supervisor Nick Loeks refused himself from this portion of the discussion.

Andrew discussed that part of this road would go through the DDA property on Texas Drive. Additionally, Callander requested a first right of refusal on this property, and they requested to put a sign on the property. Andrew has suggested we consider trading the parcel of land as our contribution; the value for this parcel is near \$88,000. Larry Loeks provided additional information as to how the value was determined. This would then be the DDA offer back to Callander. There will be additional requirements if this is agreed upon. Discussion continued.

This transfer would clean up the debt from the DDA, and Callander would own the property and be able to construct the road and add a sign.

Township does not typically pay for roads, sometimes sewer / water

Andrew is requesting a motion to present a proposal to Matt Callander and team (Q Corners Development) at a Conveyance for Dollar. DDA would pay remaining balance of \$78,979 on the property, and then we would sell to Q Corners Development.

Township Board meeting will also discuss this proposal. Township and DDA will have requirements associated with the sale of the property. The full proposal will then be voted on at the next DDA meeting and presented to Q Corners in May 2022.

Steve Bosch will call Q Corners Development team with an update that the proposal is being discussed at the DDA and Township meetings.

Dave Groendyk added that the developer has brought something to the table and we would like to move forward.

Additional considerations for requirements / requests to include in the proposal:

Timing for completion of construction

Trails

Cross Access

Access to Schultz's parcel to the west

Motion to formulate an offer to convey and have Township attorney draft an agreement before the next DDA meeting: Dave Groendyk

Support: Alexandra Copeland

Motion Carries

Item 5: Texas Corners Business Townhall (Southwest Michigan First)

Seth Ganton is part of Southwest Chamber Connect. They are interested in coming to Texas Corners and would like to host a Townhall at Vineyard Assisted Living. Seth presented the opportunity to attend the Chamber Connect event to all business owners in the community. He provided background that the Chamber provides networking opportunities for business owners.

The event will be held Tuesday, April 19th at 5pm. There will be 20 – 30 people attending, with a few Chamber members. They are looking for a catering option as well, to be paid for by Southwest Michigan First.

Seth will send an electronic invite through Natalie to the township businesses, and will also stop in to businesses to drop off the invitation.

Item 6: Social Media Proposal

Brooke Hovencamp and Andrew Schultz have discussed social media. Brooke discussed and reached out to Stoney Creek who put together a proposal for managing promotion and social media (Facebook and Instagram). Township page is limited in ability to promote businesses. The proposal package was sent electronically with the DDA meeting information.

3-5x /week posting
Handle DMs and comments
Need a contact point for content ideas
Would promote new businesses, specials, events, etc.

Cost proposed is \$650/month

Andrew added there is a varying degree to which certain businesses would benefit. But, we have talked about promoting events and businesses, so it's a good time to discuss and get comments & feedback. Alexandra commented that she likes the idea and thinks the price point is reasonable. 3-5 posts per week seems to be a lot. Alexandra suggested we have a bare bones need, could we go back to them requesting a smaller package?

Larry asked Could Stoney Creek support both the DDA and the Township pages?

At this time, this is the only company that has been looked at.

Shari Groendyk added that Belle Meade marketing has been successful, but responses need to be cautiously handled. Natalie added that this is a good conversation and worth considering, but maybe we don't need to settle on the first proposal from the first company that we have looked at. Alexandra has a contact she will reach out to and get another option.

Nick Loeks added his wife handles social media for a company, and some points to consider are:

What do you want to get out of it?
What kind of content do you want?
How do you want to post?
Does the proposal include tracking?
Who owns pages that are created?

Alexandra offered to contact Stoney Creek and request an adjustment to the proposal. She will also reach out to additional contacts and options. Vineyard Assisted Living uses Computer Guild.

Fletcher's currently has the "Texas Corners" Facebook handle. We would like to take ownership of the Texas Corners title.

Additional Comments:

- Larry Loeks asked if Joe Wolf will be approved by the Board to become a DDA member. It is on the agenda for Monday.
- Seth asked what is the process for businesses putting their signs along the road? They are not supposed to, and can be reported to the Township or remove them. Trish specified that they can not be removed if on property, only when in the right of way near the road. We can not touch the political signs when near an election.

With no further comments, the meeting was adjourned at 10:02 am.

Motion: Supervisor Nick Loeks

Support: Dave Groendyk

Next Meeting April 28, 2022 at 9:00am.

Respectfully Submitted,

Natalie Fuller

DRAFT