

## **AGENDA**

Cascade Charter Township  
Downtown Development Authority Board of Directors  
June 2, 2026  
8:00 a.m.  
Cascade Library Wisner Center  
2870 Jacksmith Ave. SE

Public may access the meeting via video conference software Zoom  
<https://us02web.zoom.us/j/86888022140>

- ARTICLE 1.** Call the Meeting to Order
  - Record the Attendance
- ARTICLE 2.** Approval of the Agenda
- ARTICLE 3.** Approval of the March 24, 2026 Meeting Minutes
- ARTICLE 4.** KCSD Community Connect Program
  - Possible DDA Board Action
- ARTICLE 5.** Consider Metro Cruise 2026 Sponsorship Proposal
- ARTICLE 6.** Appointment of Bond Financial Advisor
- ARTICLE 7.** Staff Updates
- ARTICLE 8.** Any Other Business
- ARTICLE 9.** Acknowledge visitors wishing to speak regarding any agenda or non-agenda items (*Comments are limited to five minutes per speaker*)
- ARTICLE 10.** Adjournment

## MINUTES

Cascade Charter Township  
Downtown Development Authority  
March 24, 2026, at 5:30pm  
Cascade Library Wisner Center  
2870 Jacksmith Ave. SE

**ARTICLE 1.** Chair Kleyla called the meeting to order at 5:32pm.  
Members Present: Vogel, Carlson, Preston, Stephan, Kleyla, Bingham, Lesperance  
Absent: Makkar  
Others Present: Township Manager Jade Smith, Executive Assistant Jessica Stine, DDA Director Ryan Sennett

**ARTICLE 2. Approval of the Agenda**

**Motion was made by Member Preston to approve the agenda with Staff Updates moved to Article 4 and the Troyer Group – Tassel Park Project moved to Article 5. Supported by Member Bingham. Motion carried 7 to 0.**

**ARTICLE 3. Approval of the Minutes of the September 16, 2025 Meeting**

**Motion was made by Member Bingham to approve the minutes as written. Supported by Member Vogel. Motion carried 7 to 0.**

**ARTICLE 4. Staff Updates**

Staff discussed the previous 2025 and upcoming 2026 Metro Cruise events as well as the Cascade DDA/Ada DDA/Forest Hills Business Association/Consumers Credit Union small business event recently held at the Wisner Center.

Fowling Warehouse is closing and Jersey Mikes just opened in a separate building. Staff will be working with the owner of Fowling to find a new tenant who fits the location and business type that would fit well for the area.

**ARTICLE 5. Presentation: Troyer Group – Tassel Park Project**

Mike Reese (Troyer Group) and Wes Landon (Native Edge) discussed the Tassel Park plan. They gave an update to changes to the project to better control for cost and maintain the legacy of the original donors.

**ARTICLE 6. Any Other Business**

Members were excited about questions they were receiving regarding the DDA and new projects.

**ARTICLE 9. Acknowledge Visitors & Public Comment**

There wasn't anyone who wished to speak at that time.

**ARTICLE 10. Adjournment**

**Motion was made by Member Vogel to adjourn the meeting. Supported by Member Carlson. Motion carried 7 to 0. The meeting adjourned at 7:22 p.m.**

Respectfully submitted,

Scott Vogel, Secretary

DRAFT



# CASCADE CHARTER TOWNSHIP

5920 Tahoe Drive SE Grand Rapids, Michigan 49546-7140

## REQUEST FOR BOARD ACTION

**MEETING DATE: May 19, 2025**

### CONSIDER FUNING REQUEST TO SUPPORT 2026 28<sup>th</sup> ST METRO CRUISE EVENTS

**PRESENTER:** Ryan Sennett, DDA Manager

**INDIVIDUAL PRESENT:** N/A

**EXECUTIVE SUMMARY:** The 28<sup>th</sup> Street Metro Cruise is a long-standing community event that attracts thousands of visitors to the Greater Grand Rapids area. The event features classic cars, live entertainment, vendor booths, and family-friendly activities. Historically, the Cascade Downtown Development Authority (DDA) has provided financial support for Metro Cruise programming within the DDA district as a way to promote the Cascade Village area, strengthen community identity, and encourage visitors to patronize local restaurants and businesses. The DDA's partnership has helped ensure that Metro Cruise events hosted in Cascade remain free and accessible to the public while also highlighting the DDA district as a destination.

For 2026, the organizers of Metro Cruise are proposing up to four official Metro Cruise-related events within the Cascade DDA area. The request for funding would support three of these events, including the "Cascade's Metro Cruise Warm Up" on Thursday, August 20, 2026 (4:00 p.m. – 8:00 p.m.) at the Cascade Retail Center parking lot, and "Metro Cruise PIT STOP" events on Saturday, August 22, 2026 (approximately 10:00 a.m. – 3:00 p.m.) at Cascade Village and Friendship Park. All events are planned to remain free for residents and visitors, including free admission, entertainment, and parking.

**STRATEGIC PLANS/GOALS:** Village Character and Development Priority 6. Enhance local community spirit by means of planning and implementing various community events, festivals, business showcases, and other happenings. Task 6-3. Implement the various planned community events as applicable.

**BUDGET IMPLICATIONS:** The organizers of 28<sup>th</sup> Street Metro Cruise are requesting \$12,500 in DDA funding for the 2026 events within the district. This amount represents a decrease from last year's contribution of \$14,000. Sufficient funds are available within the adopted 2026 budget to support this request.

**IMPLEMENTATION PLAN:** Upon approval by the DDA Board, Township staff will work with the organizers of Metro Cruise to coordinate and capitalize on sponsorship benefits. The warmup event will be held on August 20<sup>th</sup>, and the pit stop events on August 22.

**ACTION REQUESTED:** Consider the funding request from 28<sup>th</sup> St Metro Cruise for this year's Metro Cruise events within the Cascade DDA district.

## 28<sup>th</sup> Street Metro Cruise®

PO Box 501

Grandville, MI 49468

EMAIL: [metrocruise@gmail.com](mailto:metrocruise@gmail.com)

OFFICE: 616-570-2120



### CUSTOM PROPOSAL FOR:



**ATTN: Jade Smith, Ryan  
Sennett, Jessica Stine, Cascade  
DDA Board**

*Cascade Township & DDA Members –*

Thanks so much for your interest and previous support of the *Metro Cruise*® events! We value your partnership and involvement. We are excited to see the growth and development of Cascade Village, and we're proud to be able to aid in the building and awareness of that. We have deep respect for community partnerships like these, and we're excited to celebrate 3, and potentially 4 official *Metro Cruise*® events in Cascade this year!

We hope to host FOUR events in the Cascade DDA area this year:

1. **Cascade's Metro Cruise Warm Up** – Thursday, August 20 from 4pm-8pm
  - a. Cascade Retail Center parking lot (in front of Fowling Warehouse)
2. **Metro Cruise PIT STOP at Cascade Village** – Saturday, August 22 from 10am~3pm
  - a. Cascade Retail Center parking lot
3. **Metro Cruise PIT STOP at Friendship Park** – Saturday, August 22 from 10am~3pm
4. **Metro Cruise PIT STOP at Sheraton Hotel** – Saturday, August 22 from 10am~3pm

The event will remain completely free for residents to attend – free admission, free entertainment, free parking. Because of this we will strongly rely on DDA support, potential new sponsorships, and some vendor fees to fund the event. With anticipated costs over \$17,000, we are asking for \$12,500 in support from the Cascade DDA. This is a decrease from the \$14,000 we requested for the 2025 event year.

NEW this year – we'll offer vendor/exhibitor space for **no fee** to any Cascade DDA member businesses! First come first served, we'll offer complimentary 10'x15' space until the assigned areas are filled (usually 5-8 vendor setups). Previously only free to host site businesses, we'll do our part to engage the Cascade DDA businesses even more, and integrate them into our event.

We are pleased to offer you the following Proposal. The **CASCADE ACTIVATION** package offers title sponsorship of all 3 events, with Cascade's logo/name/verbiage on all event-related materials related to these events. Please see attached for extensive sponsor benefits list.

Best Regards,

*Brandon Simmons*

**Metro Cruise**® Event Manager

Office: 616-570-2120

Cell: 231-735-5179

### **FOLLOW US!**

[www.metrocruise.org](http://www.metrocruise.org) | [www.facebook.com/28thstreetmetrocrui](https://www.facebook.com/28thstreetmetrocrui) | [www.instagram.com/metrocruise](https://www.instagram.com/metrocruise) | [www.twitter.com/metrocruise28th](https://www.twitter.com/metrocruise28th)

**APPROXIMATE COSTS FOR 3 OF THE 2026 METRO CRUISE® EVENTS IN CASCADE**

ITEM	WARM UP 8/20	CASC VILLAGE 8/22	FRIENDSH PK 8/22
Dash Plaques	200	0	0
Security	300	0	0
Staffing	800	800	800
Photography/Video	300	200	200
Rentals (generators, cones, sign stands, etc)	600	450	450
Entertainment features	1000	1500	500
Moving & Storage	In-kind	In-kind	In-kind
Major Media – Radio, TV	In-kind	In-kind	In-kind
Stage, chairs, tables, tent(s)	1050	150	150
Bathroom, Handwash station, dumpster rental	In-kind	In-kind	In-kind
Band/sound fee	1800	0	2100
Advertising – flyers, posters, banners, Programs, socials, etc	1900	1050	1000
<b>TOTALS</b>	<b>=7,350</b>	<b>=4,000</b>	<b>=4,900</b>

**GRAND TOTAL OF ANTICIPATED COSTS: \$17,250**



*\* FOX 17 – LIVE & recorded segments at KDL Cascade, 8-21-25 \**

\*\*Here are the benefits YOU would receive in exchange for your support:

## CASCADE ACTIVATION PACKAGE (ALL 3 Cascade events)

<u>Benefit</u>	<u>Details</u>	<u>Duration</u>	<u>Form</u>
Sponsor/Naming	<p><b>NAMING RIGHTS</b> – “<i>Cascade’s Metro Cruise Warm Up</i> presented by Cascade DDA”, with DDA logo included</p> <p><b>NAMING RIGHTS</b> – “<i>Metro Cruise PIT STOP at Cascade Village, presented by Cascade DDA</i>”, with DDA logo included</p> <p><b>NAMING RIGHTS</b> – “<i>Metro Cruise PIT STOP at Friendship Park, presented by Cascade DDA</i>”, with DDA logo included</p>	7 months	Naming, Brand awareness, Impressions
Printed Media	<p>6’x3’ vinyl banner display on Main Stage – <b>ALL events</b></p> <p>Two 4’x2’ vinyl banners throughout event site – <b>ALL events</b></p> <p>Half page Ad in 2026 <i>Metro Cruise</i> Official Program (12k distributions, digital &amp; printed)</p> <p>Cascade DDA Logo on <i>Metro Cruise</i> Flyers</p> <p>Cascade DDA Logo on official Metro Map</p>	5 months	Impressions, Brand Awareness
Major Media – Press Release	Mentions in official Press Release(s)	2 months	Impressions, Brand awareness
Major Media – On-site interview	Major news network – live and recorded segment(s) at a <i>Metro Cruise</i> site within Cascade Village	1 month	Brand awareness, Digital
Mobile Digital Ads	Cascade logo included in ads in our mobile digital campaign	2 weeks	Digital
Social Media	<b>10+ organic posts</b> on <i>Metro Cruise’s</i> official Facebook/ Twitter/ Instagram pages	2 months	Digital, Social
Digital Media – Website	Prominent logo with link on Home page AND on Sponsors page in Major Sponsors section	7 months	Digital
Merch Logoing	<p>Cascade logo on official 2026 Warm Up T-shirt</p> <p>Cascade logo on official 2026 <i>Metro Cruise</i> MAIN EVENT T-shirt</p>	12+ months	Brand awareness, Promo items
Exhibit Area	Option to set up a vendor/exhibit space at event site (up to 20’x20’) – <b>ALL events</b>	2 days	Experience, Brand awareness
Pre-event Engagement	Township-chosen location for our followers to visit – required pickups, drop-offs, early access to Official Programs, gift card giveaways, etc.	1-2 months	Brand awareness, Experience
Main Stage Engagement	Four, 2 min interviews on Main Stage with your rep(s): speak to crowd, hand out promo items, discuss Township initiatives, etc. – <b>ALL events</b>	2 days	Experience, Verbal, Promo items, Membership
*Cascade Businesses Engaged*	Harvest Health Foods, Tranzform Fitness, AT&T Store, United Bank, Cascade Community Foundation, Orange Theory Fitness, Farba House of Beauty, Fowling Warehouse, Noto’s Old World, Barracks 616, Sheraton Hotel Grand Rapids Airport, Thornapple Brewing Co, Mister Car Wash, Starbucks, Gordon Food Service Store, more!		
	<b>Investment: \$12,500/year</b>		

**Metro Cruise PIT STOP at Friendship Park 8-23-25**



*Cascade's Metro Cruise Warm Up 8-21-25*





**Cascade DDA organizations on-site at Metro Cruise Warm Up 8-21-25**





# CASCADE CHARTER TOWNSHIP

5920 Tahoe Drive SE Grand Rapids, Michigan 49546-7140

## REQUEST FOR BOARD ACTION

**MEETING DATE: May 19, 2026**

### APPOINTMENT OF BOND FINANCIAL ADVISOR

**PRESENTER:** Lorna Nenciarini, Finance & Budget Director

**INDIVIDUAL PRESENT:** Jade Smith, Township Manager

**EXECUTIVE SUMMARY:** At the May 2025 DDA meeting, the Board was briefed on the steps involved in the municipal bond issuance process. One of the steps is assembling a team of bond professionals. The firm of Foster Swift Collins & Smith was appointed as bond counsel during the purchase of the Verburg Automotive property. With the progress being made on the redesign of Tassell Park, it is now appropriate to appoint a municipal financial advisor (“MFA”).

Following the process outlined in the Township’s Purchasing Policy, the MFA that was involved in the issuance of Fire Station 1 construction bonds was contacted for a bid. An additional MFA that expressed a strong interest in the DDA bond project was also asked to provide a quote. Both firms listed detailed calculations, such as “\$24,000 plus 0.15% of the total proceeds”, or “base fee of \$8,000, plus \$3.50 per thousand of bonds under \$5 million plus \$1.10 per thousand of bonds over \$5 million.” To ensure proper evaluation, the bidders were asked to provide the total fee, using their methodology, for a range of bonds from \$10 to \$13 million. The results are below:

Vendor	Amount	Remarks
MFCI	\$10 million bond: \$24,450	Original bid
	\$13 million bond: \$27,450	Fire Station 1 MFA
PFM	\$10 million bond: \$31,500	Original bid
	\$13 million bond: \$34,950	
PFM	\$10 million bond: \$25,560	Re-bid
	\$13 million bond: \$29,605	Commits future business

Staff recommends selecting MFCI as the municipal financial advisor for the upcoming DDA bond work.

**STRATEGIC PLANS/GOALS:** Provide financing for the DDA’s marquee projects.

**IMPLEMENTATION PLAN:** The Township Board will be asked to appoint MFCI as the MFA at their May 27 meeting.

**BUDGET IMPLICATIONS:** A \$15 million bond project is included in the DDA's FY26 budget. The MFA fee will be covered directly from bond proceeds.

**DIRECTOR'S RECOMMENDATION:** Recommend appointment of MFCI.

**MANAGER'S RECOMMENDATION:** Recommend appointment of MFCI.

**ACTION REQUESTED:** Recommend that the Township Board appoint MFCI as municipal financial advisor for the DDA bond.

**ATTACHMENTS:** None



# TOWNSHIP STAFF UPDATE

DDA Meeting

June 2, 2026

## TASSEL PARK IMPROVEMENT PROJECT

- Staff have been working with Troyer Group on finalizing the design and identifying ways to reduce costs
- Staff recommendation presented to the Township Board on May 27, 2026 for hiring of bond financial advisor
- Recommendation to DDA Board presented on June 2, 2026

## EDUCATIONAL EVENT – “FOUR PILLARS OF FRAUD”

- Staff is working with Macatawa Bank to host a presentation at the Wisner Center for businesses on preventing fraud. This will be held on July 15<sup>th</sup> at the Wisner Center.

## DDA FACEBOOK PAGE

- Staff are working to launch a dedicated Facebook page for the DDA to promote events, share resources, and provide updates on DDA projects

## FLOWER POTS

- The flower pots in the village area have been planted, including the addition of flowers on the bridge

## CASCADE PEDESTRIAN BRIDGE DEDICATION/RECEPTION

- A ceremony was held on 5/11/26 to dedicate the bridge with a plaque presented to the American Legion
- A reception was held at the Stonehouse following the ceremony that was open to the public. Lunch was provided to those in attendance.
- Thank you to Nothing Bundt Cakes for donating dessert!

## BUSINESS UPDATES

- **K-Pocha** (5088 28<sup>th</sup> St) – K-Pocha had it's grand opening on 5/15/26. The restaurant occupies the suite formerly occupied by Mad Chicken. The DDA assisted with a ribbon cutting ceremony to celebrate the opening.
- **iSmash** (6425 28<sup>th</sup> St) – iSmash is expected to open sometime in mid to late June. The location is in the D&W strip mall.
- **Caribou Coffee** (5551 28<sup>th</sup> St) – Caribou announced the closing of multiple Michigan locations, including the location on 28<sup>th</sup> st.

## UPCOMING EVENTS

- Cascade Concert Series – June 25 – Band: *Windbreakers*
- Memorial Day Ceremony
- Independence Day Celebration