



MIDLAND CENTER CITY AUTHORITY  
AGENDA

Wednesday, February 17, 2016, 3:00 P.M.,  
Council Chambers, Midland City Hall, Midland, Michigan

1. Roll Call – Chappel, Ginis, Kaye, Kozuch, Miles, Schloemann, Shaffner
2. Approval of Minutes - Regular Meeting of December 16, 2015  
*(CCA Board did not meet in January)*
3. Public Comments (unrelated to items on the agenda)
4. Committee Reports
  - a. Marketing Committee report – **Schloemann**
  - b. Governance and Sustainability Committee report – **Chappel**
  - c. Physical Improvements Committee report – **Ginis**
5. Report of the Chairperson
6. Adjournment



MIDLAND CENTER CITY AUTHORITY

Minutes

Wednesday, December 16, 2015, 3:00 P.M.,  
Council Chambers, Midland City Hall, Midland, Michigan

Call to Order 3:00 p.m.

**Attending:** Jennifer Chapels, Brad Kaye, Joe Kozuch, Cliff Miles, Chris Schloemann, Gary Shaffner **Absent:** Dave Ginis **Staff Attending:** Selina Tisdale

Kozuch presented the minutes from the CCA board meeting of October 21, 2015 for approval. Schloemann moved approval, seconded by Shaffner. Minutes were unanimously approved by all in attendance.

Tisdale presented an overview of the 2015 CCA accomplishments and 2016 Plan of Work. Kaye moved adoption of the 2016 Plan of Work as presented, seconded by Schloemann. The 2016 Plan of Work was adopted by those in attendance.

Kozuch opened the meeting for public comments unrelated to items on the agenda and none were presented. No comments were received.

**Committee Reports**

Schloemann presented the **Marketing Committee** report - Midland Daily News holiday shopping guide insert was distributed on Sunday, December 13, Santa Parade Rent-a-Tent program was a huge success.

Chappel presented the **Governance and Sustainability** report – the committee worked on their 2016 Plan of work and held a discussion of expanding the CCA board to nine members. Tisdale presented a report on the process for expanding the board. After discussion on the advantages and disadvantages of this move, Schloemann moved that a recommendation to expand the CCA board from seven to nine members be presented for City Council approval, seconded by Chappel. Recommendation was approved by those in attendance.

Kozuch reported that the **Physical Improvements Committee** met with the engineering department in October to discuss the 2016 construction year and the planning department in December to begin discussion on access management and parking lot improvements in the district and received an update on the Façade Improvement Program and district projects being considered for foundation funding.

Kozuch noted that Alterations by Laura Lynn and Sports Junction on the Circle have both closed and that the former Midland Ford car dealership has been razed and is ready for redevelopment.

**Meeting adjourned: 3:45 p.m.**



**CENTER CITY AUTHORITY  
MARKETING COMMITTEE MEETING**

**Minutes**

**Monday, February 08, 2016, 1:30 P.M.**

**Attending:** Chris Schloemann, David Ginis, Joe Kozuch, Meleah Retzloff, Melissa Sprague (MDN), Ben Tierney (MACF) **Staff Attending:** Selina Tisdale

The committee was introduced to new committee members Melissa Sprague, Midland Daily News and Ben Tierney of the Midland Area Community Foundation. Tisdale announced that Melissa Race has left the committee because she has relocated to a different branch of Independent Bank.

Ginis moved approval of the January 2016 marketing minutes, seconded by Retzloff. Minutes were unanimously approved.

Tisdale shared the results of the district survey inquiring about district meetings. It appears that meeting twice a year is popular, preference was split between evening and morning meetings. Selected the date of Wednesday Mar. 23 at 6 p.m. as the next meeting. Tisdale will confirm with those persons who indicated an interest in hosting to see about location. A "Save the Date" notice will be sent. Schloemann said he could distribute flyers. Agenda to include:

- FIP review/update,
- review of new projects for the district,
- Center City District advertising ops,
- a review of the changes in the overlay district signs ordinance

Discussed the Center City insert that went out in the MDN in December. Sprague shared ideas for possibly doing another tab around sidewalk sales. We will discuss this with the district at the March meeting.

Tisdale provided copies of the Welcome Packet and introductory flyer for committee members to share with businesses throughout the district. She will also provide the document via email in a .pdf version.

Tisdale shared a Façade Improvement Program marketing piece that is also being worked on.

Discussed next projects to be pursued in the 2016 Plan of Work. Ginis indicated that he would like to see some effort put behind Small Business Saturday (SBS). Kozuch will put some notes together about how the program works, benefits of the program and timeline for getting the necessary materials. This will be presented in March. Center City can shoot to produce a tab in the MDN for businesses wanting to participate in SBS.

Discussed pros and cons of a Meet Your Merchant type event in the Center City district.

Discussed training programs for the district. Tisdale shared that Lacey and Matt Geiger from the MDN did a training in the downtown on making sure your businesses are popping up on business search directories like Yelp and Foursquare. Similar training could be offered to CC businesses. Along this same lines, WhizBang (Bob Negan) training is valued along with Jeff DeHaven, social media marketing and advertising.

Meeting adjourned: 2:40 p.m.

**Next meeting will be on Monday, March 14, 1:30 p.m.**



**CENTER CITY AUTHORITY  
MARKETING COMMITTEE MEETING**

**Minutes**

**Monday, January 11, 2016, 1:30 P.M.**

**Conference Room B, Midland City Hall**

**Attending:** Chris Schloemann, David Ginis, Joe Kozuch, Meleah Retzloff, Melissa Race

**Absent:** Judy Seaman

**Staff Attending:** Selina Tisdale

Ginis moved approval of the November 2015 marketing minutes, seconded by Kozuch. Minutes were unanimously approved.

Discussed time, date and location for a February 1Q meeting. Tisdale will send out a survey to determine a consensus from the district.

Spring banners are scheduled for installation in March.

Tisdale will have Lacey start working information from the MDN Center City informational piece into Facebook material and website information. Tisdale will talk to Cathy Bott about the success of this piece and the possibility of doing future pieces.

Develop Facebook posts to encourage subscribing to Center City news, e-newsletter.

Tisdale will finalize the Welcome Packets and make hard copies available along with electronic versions. Committee members will make visits to businesses.

Committee would like to extend an invitation to Ben Tierney, MACF to join the Marketing Committee. Tisdale will extend the invitation to the February meeting.

Meeting adjourned: 2:35 p.m.

**Next meeting will be on Monday, February 8, 1:30 p.m.**



**CENTER CITY AUTHORITY**  
**Governance and Sustainability Committee**  
Wednesday, February 10, 2016  
8:00 A.M., City of Midland Council Overflow

Members Present: Jennifer Chappel, Brad Kaye, Scott Marquiss  
Members Absent: Cliff Miles  
Staff: Selina Tisdale

The January 2016 Governance and Sustainability (G&S) minutes were presented. Kaye moved approval, Marquiss seconded. Minutes were unanimously approved.

The agenda item requesting council consideration of expanding the CCA board will go to City Council on February 15 and be finalized on February 29. Applications will be accepted through the first half of March with appointments being made in March. New board members could join for the April 13 board meeting.

Tisdale updated the committee on the district's tax appeals and budget status.

Tisdale reported that the grant funds from the Midland Area Community Foundation Entrance Ways Initiative should be arriving this week and will be accepted by council in February/March.

Tisdale provided an update on the Façade Improvement Program and provided draft materials of a marketing piece being developed.

Tisdale reported that the signal poles painting project will be in the bid process in April and May and be in line to begin the project in June. Similar timeline for the landscaping project.

Reviewed the agenda for the February 17 CCA board meeting.

Meeting adjourned 8:40 a.m.

**The next meeting is Wednesday, March 9, 2016 at 8:00 a.m.**



**CENTER CITY AUTHORITY**  
**Governance and Sustainability Committee**  
Wednesday, January 13, 2016  
8:00 A.M., City of Midland Council Overflow

Members Present: Jennifer Chappel, Brad Kaye, Scott Marquiss, Cliff Miles  
Members Absent: None  
Staff: Selina Tisdale

The December 2015 Governance and Sustainability (G&S) minutes were presented. Marquiss moved approval, Miles seconded. Minutes were unanimously approved.

Tisdale reviewed the process for expanding the CCA Board **be** seven seats. Tisdale will develop an agenda item for the January 25, 2016 city council meeting which will set a public hearing and adoption for February 15. Advertisement of application's period can run through the end of February with appointments confirmed by council on March 14, in time for the March 16 Center City Board meeting.

Discussed financial issues currently facing the Center City district.

Received project updates on the signal poles painting, landscaping, Façade Improvement Program and Overlay District Signs Ordinance.

Reviewed the agenda for the January 20 CCA board meeting and determined that because there was no formal action to come before the board the meeting should be cancelled.

Meeting adjourned 8:45 a.m.

**The next meeting is Wednesday, February 10, 2016 at 8:00 a.m.**



**CENTER CITY AUTHORITY**  
**Governance and Sustainability Committee**  
Wednesday, December 9, 2015  
8:00 A.M., City of Midland Council Overflow

Members Present: Jennifer Chappel, Brad Kaye, Scott Marquiss, Cliff Miles  
Members Absent: None  
Staff: Selina Tisdale

The November 2015 Governance and Sustainability (G&S) minutes were presented. Miles moved approval, Kaye seconded. Minutes were unanimously approved.

Committee reviewed and approved the 2015 Plan of Work achievements and 2016 Plan of Work.

Discussed financial issues currently facing the Center City district.

Discussed the procedures for expanding the CCA Board to nine members. Will present this concept at the CCA Board meeting on December 16.

Reviewed the agenda for the December 16 CCA board meeting.

Meeting adjourned: 9:00 a.m.

**The next meeting is Wednesday, January 13, 2016 at 8:00 a.m.**



**CENTER CITY AUTHORITY**  
Physical Improvements Committee Meeting  
Tuesday, February 9, 2016, 3:30 pm  
HR Conference Room, Midland City Hall

Present: Ann Beck, David Ginis, Joe Kozuch, Julie Ratcliffe, Paul Reder, Matt Weckesser  
Absent: Jeff Hert, Alex Rapanos, Gary Shaffner  
Staff: Selina Tisdale, Grant Murschel

The January 2016 PI Committee meeting minutes were presented for approval. Beck moved, seconded by Kozuch that the minutes be approved. Minutes were unanimously approved.

Weckesser reported on a conversation he had with Tom Begin of Consumers Energy regarding replacement of lighting along the Saginaw Road corridor. Consumers expects to be replacing lighting in the Center City district in the next 3-5 years. If more decorative lighting is desired, the district would pay the cost of the difference. Tom Begin has been invited to attend our April meeting to discuss further.

Murschel led a discussion on revisions to the recently-adopted signs ordinance for the Center City overlay district. Being recommend is that properties can apply for temporary signage up to four times per year for 30 days at a time. Sandwich Sign revisions will be that the square footage of one side of the sign be no larger than 12 square feet (down from 16 square feet) and that up two signs be allowed per property at separate entrances. Tisdale will send out an overview of these revisions to the district for input.

Murschel reported that a city-wide access management plan would be looked at in the near future and that pursuing access management on a city-wide basis would be preferable to just focusing on this this district.

Muschel is still working on recommendation pertaining to parking lot improvements in the district but that the drain ordinances make it a little difficult.

Reviewed Façade Improvement Program marketing materials that are being drafted.

Tisdale reported that the Midland Area Community Foundation Entrance Ways Initiative funding is expected this week and will be accepted by Council in February and March. Engineering is working on the signal pole painting bids which will go through the bidding process in April and May and expected to start in June. Landscaping bids are also being worked on for distribution in March and planned plantings yet this spring, early summer.

Meeting adjourned: 4:40 p.m.

***Next meeting will be on 03-08-2016***



**CENTER CITY AUTHORITY**  
Physical Improvements Committee Meeting  
Tuesday, January 12, 2016, 3:30 pm  
HR Conference Room, Midland City Hall

Present: Ann Beck, David Ginis, Jeff Hert, Joe Kozuch, Julie Ratcliffe, Gary Shaffner  
Absent: Alex Rapanos, Paul Reder, Matt Weckesser  
Staff: Selina Tisdale

The December 2015 PI Committee meeting minutes were presented for approval. Beck moved, seconded by Shaffner that the minutes be approved. Minutes were unanimously approved.

Received an update on the Façade Improvement Program, project and funding status.  
Discussed materials to be developed and ways to disseminate information on the program to garner more applicants.

Funding has been secured for the signal pole painting project and landscaping project. Tisdale will work with Engineering and Horticulture to develop bid specs to get these project implemented as soon as possible.

Discussed revisions that need to be made to the new CC Overlay District – Signage Ordinance, inclusion of temporary signage and addressing the number of sandwich sign boards allowed per property.

Meeting adjourned: 4:45 p.m.

***Next meeting will be on 02-09-2016***



**CENTER CITY AUTHORITY**  
Physical Improvements Committee Meeting  
Tuesday, December 08, 2015, 3:30 pm  
HR Conference Room, Midland City Hall

Present: Ann Beck, David Ginis, Jeff Hert, Joe Kozuch, Julie Ratcliffe, Alex Rapanos,  
Gary Shaffner, Matt Weckesser  
Absent: Paul Reder,  
Staff: Selina Tisdale

The November 2015 PI Committee meeting minutes were presented for approval. Rapanos moved, seconded by Beck that the minutes be approved. Minutes were unanimously approved.

Reviewed a draft of the 2015 Plan of Work accomplishments and 2016 goals and approved it's forwarding to the CCA Board on their December 16 agenda.

Reviewed the status of the Center City Façade Improvement Program. So far ten of the applied for project have been completed, with nine projects receiving their funding. One project has been withdrawn and two approved projects are still pending. To date \$62,340 in grant funding has been committed of the \$150,000 program funds.

Tisdale reported that financial details are being worked out at the city level to move forward with the Midland Area Community Foundation's funding of the signal pole painting project and signs landscaping project. The plan is to secure the funding before the end of the year.

Community Development Planner Grant Murschel discussed with the committee plans for access management and parking lot development within the Center City Overlay district. Murschel will explore costs for an access management study within the district and work up a first draft on the parking lot ordinance items discussed and bring back to the committee in January. Identified that temporary signage needs to be added into the Center City Overlay District – Signage requirements recently approved by city council.

Meeting adjourned: 5:00 p.m.

***Next meeting will be on 01-12-2016***