



## **DOWNTOWN DEVELOPMENT AUTHORITY**

### **Board of Directors Meeting**

**Wednesday, May 11, 2016 3:00 p.m.**

**Council Chambers, City Hall – Midland, MI**

1. Roll Call: Arnold, Barbeau, Bott, Brines, Kaye, Kell, Lauderbach, McGuire, Miller, Rathbun, Slezak, Staffileno, Wright
2. Approval of the DDA Minutes from the meeting of March 9, 2016 and special meeting of April 27, 2016 – McGuire
3. Approval of the SARA Minutes from the SARA meeting of March 9, 2016 – McGuire
4. Quarterly Financial Report for the month ending March 31, 2016 - Tisdale
5. Streetscape Redevelopment Update – Rathbun / Tisdale
6. Horticulturist Report - Richardson
7. Committee Reports
  - Communications Committee – Kell
  - Economic Sustainability Committee – Brines
    - Happy Pretty Lifestyle Design – Façade Application Approval
  - Executive Committee – McGuire
    - Consideration of 2016-17 board and subcommittee positions
  - Midland Downtown Business Association Report – Coyer
8. Public comments regarding items that are not on this agenda
9. New Business
10. Adjourn



## **DOWNTOWN DEVELOPMENT AUTHORITY**

### **Board of Directors Meeting**

**Wednesday, March 9, 2016 3:00 p.m.**

**Council Chambers, City Hall – Midland, MI**

Call to Order: 3:00 p.m.

Attending: Paul Barbeau, Cathy Bott, Bo Brines, Dave Kell, Jon Lauderbach, Bo Miller, Bob Rathbun, Andrea Slezak, Bridgette Staffileno, James Wright.

Absent: Bobbie Arnold, Brad Kaye, Marty McGuire.

Staff Attending: Selina Tisdale

Tisdale presented for approval the DDA Board minutes from the meeting of January 13, 2016. Rathbun moved approval of the minutes seconded by Staffileno. Minutes were unanimously approved.

Tisdale presented the DDA Financial report for the month ending December 31, 2015. Lauderbach moved approval of the financial report, seconded by Rathbun. Financial report was unanimously approved.

Tisdale introduced Kevin Murray of MiFloat who spoke regarding his new Main Street business.

Rathbun provided an overview of the work done by the 2016 Streetscape Redevelopment Committee to date. Tisdale then reviewed the Request for Proposal that is being recommended for the Downtown Midland Streetscape Redevelopment and Conceptual Engineering Design Study. Language suggestions were made to: prioritize that the intersection of Main and Ashman, site of the H Residence development, be utilized as a pilot area for the new streetscape design and be constructed yet this year; and identify two levels of pricing, one for just the Main Street portion of work including Ashman Street, Larkin to Ann, and a second level that would include the whole district. Rathbun moved approval of the RFP language including suggested changes, seconded by Bott. The RFP language was unanimously approved.

City of Midland Recreation Manager Marcie Post presented on the America in Bloom program planned for Midland in summer 2016.

#### **Committee Reports:**

- Rathbun reported that the budget and finance committee met in January to finalize the 2016-17 proposed DDA budget. Tisdale presented an overview of the budget proposal. Brines moved, seconded by Staffileno that the proposed 2016-17 DDA Budget be adopted. The proposed budget was unanimously approved.
- Kell reported that the Communications Committee met reviewed digital advertising costs and moved to the Midland Daily News for 2016 digital advertising due to more favorable pricing; talked about a new fall festival being planned this year in place of the traditional Pumpkin Festival and the DDA's involved in a broader Midland branding campaign being taken up within the community.
- Brines reported that the Economic Sustainability Committee met in February and spent time talking about a possibly new, heartier façade improvement program being researched for downtown Midland to be considered as part of the streetscape redevelopment.

- Tisdale presented an update on upcoming events including information on the 2016 downtown Midland summer sculpture series.

Public comments regarding items that are not on this agenda - None

New Business- None

3:50 p.m. Adjourn

**NEXT DDA BOARD MEETING - Wednesday, May 11, 2016**



## **DOWNTOWN DEVELOPMENT AUTHORITY**

### **SPECIAL**

### **Board of Directors Meeting**

**Wednesday, April 27, 2016 3:00 p.m.**

**Council Chambers, City Hall – Midland, MI**

Call to Order: 4:00 p.m.

Attending: Paul Barbeau, Cathy Bott, Bo Brines, Dave Kell, Marty McGuire, Bob Rathbun, Bridgette Staffileno, James Wright.

Absent: Bobbie Arnold, Brad Kaye, Jon Lauderbach, Bo Miller, Andrea Slezak

Staff Attending: Selina Tisdale

Rathbun presented an overview of the work of the 2016 Streetscape Redevelopment Committee including development of the request for proposal, review of five responses submitted to the RFP and selection of two firms to interview. McGuire reviewed the interview process conducted by the committee on April 20 and the recommendation that SmithGroupJJR of Ann Arbor be the selected firm.

McGuire introduced Robert Doyle, principal-in-charge and team leader for the downtown Midland streetscape proposal who reviewed the firm's approach to community engagement and design development for downtown Midland's streetscape project.

Barbeau moved, seconded by Staffileno that the Streetscape Redevelopment Committee recommendation of SmithGroupJJR be approved, that the priority two scope of work be pursued and that McGuire and Rathbun be appointed to negotiate the final costs of the work not to exceed \$150,000 and to be allocated from the DDA fund balance reserve. The motion was unanimously approved.

Adjourn: 4:30 p.m.



## SHOPPING AREA REDEVELOPMENT AUTHORITY Minutes

Wednesday, March 9, 2016

*Immediately following the DDA Board Meeting*

Council Chambers, City Hall – Midland, MI

### MINUTES

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Roll Call Present: Paul Barbeau, Cathy Bott, Bo Brines, Dave Kell, Jon Lauderbach, Bo Miller, Bob Rathbun, Andrea Slezak, Bridgette Staffileno, James Wright.

Staff Present: Tisdale

Tisdale presented an overview of the requested 2016-18 Shopping Area Redevelopment Act (SARA ) assessment. The Midland Downtown Business Association (MDBA) board recommends no change from the SARA program which was increased two years ago from \$36,000 to \$45,000 annually for a two-year period.

The SARA program and recommendation was reviewed by the MDBA board in September and again at the All Business meeting on September 23, 2015.

The revenue of \$45,000 generated by the SARA will be allocated as follows:

- Holiday lighting, \$15,500
- Staff support, \$16,500
- Events budget, \$8,000
- Shopping/dining marketing, \$5,000

#### Public Comments

None

The following action item was then presented:

WHEREAS, the Shopping Area Redevelopment Act (SARA) Board met on March 9, 2016, to review the SARA assessment for the Downtown Midland district for the 2016-17 and 2017-18 fiscal years; now therefore

RESOLVED, that the SARA Board hereby recommends the following to Midland City Council: the assessment against properties within the SARA District be \$45,000 annually 2016-17 and 2017-18; and that the Midland Downtown Business Association reimburse the Downtown Development Authority \$16,500 annually for the services provided.

Brines moved that the recommended 2016-18 SARA assessment be adopted, Bott seconded. The recommendation was unanimously supported.

There was no new business for the SARA Board.

The meeting adjourned at 4:15 p.m.

**DDA Operating Summary**  
**Quarter Ended March 31, 2016**

	QTD			Actual as % of Budget
	Jan '16 - Mar '16	FY Ended 6/30/2016 YTD	Budget	
Revenues	\$ 4,158	\$ 519,636	\$ 593,885	87%
Expenditures				
Personal Services	20,727	100,567	221,665	45%
Supplies	251	1,158	1,800	64%
Other Charges	50,207	174,180	302,069	58%
Total Expenditures	71,185	275,905	525,534	52%
Excess of Revenues Over (Under) Expenditures	(67,027)	243,731	68,351	
Other Financing Sources (Uses)	(11,250)	(38,750)	(50,000)	78%
Excess (Deficit)	\$ (78,277)	\$ 204,981	\$ 18,351	

**Available Funding:**

DDA	\$ 1,082,087
Physical Improvements Project	16,821
Downtown Art Fund	15,047
	<u>\$ 1,113,955</u>



**DDA Communications Committee**  
**MINUTES**  
**Tuesday, April 19, 2016 at 11:00 a.m.**  
**Location: Conference Room B**

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**Members Present:** Dave Kell (chair), Cathy Bott,  
**Members Absent:** Bobbie Arnold, Marty McGuire, Bridgette Staffileno  
**Staff:** Tisdale, Todd  
**Others:** Matthew Geiger, Midland Daily News

Geiger presented an overview of the digital campaigns run so far this year including: call for artists, sculpture series; Meet Your Merchant; and the Shop/Dine campaign, Mar-April.

Tisdale shared that The Sinclairs Band is confirmed for Riverdays Afterparty in July.

Discussion was held regarding improving Taste of Downtown for 2016. There is an opportunity to partner with an AirMargaritaville event planned that same evening as the last Tunes by the Tridge. Todd and Tisdale will explore with Marcie Post.

Fall Festival event is looking at Saturday, October 1, which is Northwood Autoshow weekend. Kell is exploring partnership opportunities with Northwood.

Kell updated the committee on a Momentum Midland project to develop a summer Beer Garden in downtown Midland.

The branding Midland committee has a meeting scheduled for April 26.

Meeting adjourned 12:30 p.m.

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**2015 Plan of Work DDA Communications / Social Interaction**

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**Goal 3: Represent DDA interests in Riverfront Development activities**

*Metric: DDA is a regular participant in Riverfront planning*

Action: Identify opportunities and roles for the DDA to be the voice for the downtown businesses in riverfront development activities

Action: Investigate Riverfront façade improvement

**Goal 4: Develop and integrate attractive linkages within the district**

*Metric: By 2020, a minimum of one initiative/linkage has been implemented*

Action: Develop an overall plan identifying priorities and timelines to address linkages with streetscape, signage, respite areas, transportation and aesthetics.



## DDA Economic Sustainability Committee

### MINUTES

Wednesday, April 27, 2016 at 2:00 p.m.

Location: City Hall Conference Room B

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**Committee Members Present:** Brines (Chair), Paul Barbeau, Jim Wright

**Committee Members Absent:** Jon Lauderbach, Bo Miller, Andrea Slezak

**Staff:** Selina Tisdale

The committee reviewed the incubator application from Happy.Pretty. Lifestyle Design. Because the business plan was lacking financial information, the MISBDC was unable to provide a comprehensive review and recommendation to the committee. The remainder of the application looked favorable. Barbeau moved, seconded by Wright that the incubator application be recommended for approval pending a favorable review and recommendation by the MISBDC. Those in attendance approved the motion. Tisdale will route to remaining committee members to confirm approval.

The committee reviewed the façade application from Happy.Pretty Lifestyle Design. Barbeau moved, seconded by Wright that the application be recommended for grant approval in the amount of \$1,399.88. Those in attendance approved the motion. Tisdale will route to remaining committee members to confirm approval.

Brines provided an update on the status of the work being done by the Streetscape Committee.

Tisdale presented information on a façade easement program utilized by the downtown development authority of Rawlins, Wyoming. Tisdale is waiting on additional materials from Rawlins, but felt this program has objectives similar to what the Midland DDA would like to accomplish.

Meeting adjourned: 3:45 pm

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority (DDA) has reviewed the façade application from Melanie Marshall, Happy. Pretty. Lifestyle Design, 132 E. Main Street, and found the application to be acceptable and in order; now therefore

RESOLVED, that the Economic Sustainability committee recommends the DDA approve a façade matching grant in the amount of \$1,399.89 upon receipt of invoices from Melanie Marshall, Happy.Pretty Lifestyle Design, amounting to no less than \$2,799.77.

**Presented to the Downtown Development Authority Board on May 11, 2016**

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Vote:



**DDA Executive Committee Meeting**  
**\*RESCHEDULED MAY MEETING \***  
**Wednesday, April 27, 2016 at 4:00 p.m.**  
**Location: Conference Room B, Midland City Hall**

**Committee Members:** Marty McGuire, Bo Brines, Dave Kell, Bob Rathbun  
**Absent:** Ex-Officio Member Scott Coyer, MDBA President; Stephanie Richardson  
**Staff:** Selina Tisdale

Tisdale reported that the SARA recommendation has gone all the way through City Council and was formally approved, as submitted on April 25.

Tisdale reviewed some last minute budget adjustments that affected the DDA's previously-approved budget. The adjustments added approximately \$7,000 in expenditures, mostly from internal charges. The adjustments still leave the budget with a \$44,717 revenue balance at the end of the 2017 fiscal year.

Kell reported on progress made by the Communications Committee in planning a Fall Festival for Oct. 1. This event will restructure the Pumpkin Festival into a day-long family event. Kell also reported that the city is bringing together members of the community to look at a community-wide branding campaign. Kell recommended that the downtown consider being a financial partner in the endeavor.

Brines reported that the Economic Sustainability Committee will have an incubator and façade request to submit. They are also looking at a heartier façade easement program for the downtown to coincide with the streetscape renovations project.

Reviewed the draft agenda for the May 11 DDA board meeting.

Adjourned: 4:30 p.m.



**MDBA Board**

**Meeting Minutes**

**March 10, 2016**

**Pizza Sam's**

The Meeting was called to order at 8:03 am

In attendance were:

Chelsea Rowley, Mary Shudark, Ann Ward, Blaine Anderson, Nicole VanSchagen, Lauri Ireland, Gus Wojda, Scott Coyer, Chris Whitted

Minutes from the February 2016 meeting were reviewed. Shudark motioned for approval of the minutes, seconded by Ward. Minutes were unanimously approved.

Tisdale provided an update of the Treasurer's Report. Our revenues are doing well and there were few expenditures for the month. Ward moved approval of the treasurer's report, seconded by Shudark. Treasurer's report was unanimously approved.

#### UPDATES

**Terrific Towns** – Whitted noted she had some concerns with the website content. Her business is advertising with a full page, however she feels that it was not as connected to other pages/links as promoted. She noted that some key attractions around Midland were missing i.e. Tridge/Rail Trail and Chippewa Nature Center just to mention a few. It was suggested to add an Annual Event List to promote some of the Tapped, Riverdays, some of our 5K races etc. which would promote all of Midland. Tisdale will follow up.

**Street Scape** – Committee is working on developing and issuing the project's Request for Proposal to secure a design firm for the new streetscape. The first priority for the new streetscape has been defined as Main Street, Jerome to State and Ashman Larkin to Ann. If not cost prohibitive, the desire would be to develop a design for the entire district that can be implemented in phases as funding is available. Design firm is expected to be in place by May. Construction is targeted for 2017. The first phase of the project will include a public input process with emphasis on downtown property owners and businesses.

#### 2016/17 Board Nominating Process/Timeline –

Coyer has served his two terms as President. He is interested in continuing on as President. Ward moved to suspend the bylaws to allow Coyer to continue as president for an additional term. Rowley seconded. Motion was unanimously approved.

**2017 Legacy Award** – Irish's Barbershop and St. Brigid's will receive the Legacy Award this year. Will take nominations for Business Person of the year.

SARA Approval Schedule – The SARA was approved by the DDA Board and will go to City Council on March 21 to be renewed for 2 years.

District Marketing – Tisdale and Anderson (Bolger & Battle) met to discuss advertising. It was communicated that we are interested in advertising, but not just for events. When asked how much was needed to put together a successful campaign he indicated \$10,000-\$15,000 is needed and digital marketing would be a must. Will be working on an overall Midland rebranding effort through Midland Area Marketing Partnership.

Pumpkin Festival, October 1<sup>st</sup> – The traditional Thursday evening Pumpkin Festival will be replaced by a Fall Festival event which will be more of an all day Saturday event including kid/family events during the day, street games, beer tent and street dance in the evening. DDA will coordinate with possibly Rotary.

Upcoming Events – The April Events were reviewed and put on everyone calendars.

With no questions, comments or concerns Ward moved to adjourn the meeting, seconded by Shudark.  
All Approved.

Meeting Adjourned 9:05 a.m.