



DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors Meeting

Wednesday, July 13, 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 May 11, 2016
3. Streetscape Redevelopment Update
Review Preliminary Draft Streetscape Design – Bob Doyle, SmithGroupJJR
4. Horticulturist Report - Richardson
5. Committee Reports
 - Communications Committee – Kell
 - Economic Sustainability Committee – Brines
 - Happy Pretty Lifestyle Design – Incubator Application Approval
 - OHM – Façade approval
 - Executive Committee – McGuire
 - Consideration of 2016-17 board and subcommittee positions
 - Midland Downtown Business Association Report – Coyer
6. Public comments regarding items that are not on this agenda
7. New Business
8. Adjourn



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Board of Directors Meeting

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

Council Chambers, City Hall – Midland, MI

Call to Order: 3:00 p.m.

Attending: Bobbie Arnold, Bob Rathbun, Cathy Bott, Bo Brines, Brad Kaye, Dave Kell, Marty McGuire, Andrea Slezak, Bridget Staffileno, James Wright.

Absent: Paul Barbeau, Jon Lauderbach, Bo Miller Staff Attending: Selina Tisdale

McGuire presented for approval the DDA Board minutes from the meeting of May 11, 2016. Kaye moved approval of the minutes seconded by Staffileno. Minutes were unanimously approved.

McGuire presented for approval the minutes from the Shopping Area Redevelopment Act (SARA) meeting of May 11, 2016. Wright moved approval of the minutes, supported by Rathbun. Minutes were unanimously approved.

Tisdale presented the DDA Financial report for the term ending March 31, 2016. Rathbun moved approval of the report, supported by Arnold. Financial report was unanimously approved.

Tisdale provided an overview on the Streetscape Redevelopment Process to date.

City Horticulturist Stephanie Richardson presented a report of downtown horticulture activities including summer planting schedule and preparation for America in Bloom.

Committee Reports:

- Kell reported that the Communications Committee met April and talked about Riverdays Afterparty, the new Pumpkin Festival concept which will be come a day-long fall festival theme on October 1 in partnership with the Northwood Auto Show and reported on the Midland branding effort that the DDA is a part of.
- Brines reported that the Economic Sustainability Committee met in April to discuss business activities in the downtown. Happy Pretty Lifestyle Design submitted an incubator application that is still in the review process and a façade program application. Brines moved the following, supported by Rathbun. The motion received unanimous support:

*WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Melanie Marshall, Happy. Pretty. Lifestyle Design, 132 E. Main Street, and found all information acceptable and in order; now therefore RESOLVED, that the Economic Sustainability committee recommends that the Downtown Development Authority grant the Melanie Marshall, Happy. Pretty. Lifestyle Design, 132 E. Main Street, incubator request and provide lease subsidy in the following amounts:
\$830.00 /month for the first six months of the program;
\$560.00/month for the second six months of the program; and
\$275.00/month for the last six months of the program.*

The motion was unanimously supported.

- McGuire reported that the Executive Committee met in May and noted it is time to consider officers for the 2016-17 board year. Board members interested in serving as chair or vice chair and that might be interested in a subcommittee chair position should contact Tisdale.



DDA Communications Committee
MINUTES
Tuesday, June 21, 2016 at 11:00 a.m.
Location: Conference Room B

Members Present: Dave Kell (chair), Bridget Staffileno
Members Absent: Bobbie Arnold, Marty McGuire,
Staff: Tisdale, Todd

Reviewed the success of the 2016 Tapped event. 1600 tickets were available and 1,351 tickets were sold and 200 tickets were com'd. In 2015 there were 1400 tickets available and the event sold out (this number included comp'd tickets). Overall, another very successful event.

Tisdale shared that Oscar's will not be participating in the Riverdays Afterparty this year. The search is on for a replacement vendor, however, the time is getting late for State approval of the outdoor liquor license. The Sinclairs Band is confirmed for entertainment.

Kell updated the group on plans for Fall Festival, Saturday, October 1 and the partnership with Northwood University and the Auto Show that weekend.

Staffileno discussed plans for a Jingle Run on Thursday, December 1.

The Momentum Midland Beer Garden project in downtown Midland has kicked off with huge success.

Meeting adjourned 12:10 p.m.

2015 Plan of Work DDA Communications / Social Interaction

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.

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Melanie Marshall, Happy. Pretty. Lifestyle Design, 132 E. Main Street, and found all information acceptable and in order; now therefore

RESOLVED, that the Economic Sustainability committee recommends that the Downtown Development Authority grant the Melanie Marshall, Happy. Pretty. Lifestyle Design, 132 E. Main Street, incubator request and provide lease subsidy in the following amounts:

- \$830.00 /month for the first six months of the program;
- \$560.00/month for the second six months of the program; and
- \$275.00/month for the last six months of the program.

Presented to the Downtown Development Authority Board on July 13, 2016

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Vote:

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority (DDA) has reviewed the façade application from OHM Advisors, 415 E. Main Street, Craig Schripsema, and found the application to be acceptable and in order; now therefore

RESOLVED, that the Economic Sustainability committee recommends the Downtown Development Authority approve a façade matching grant to OHM Advisors, 415 E. Main Street, in an amount not to exceed \$5,000 upon receipt of invoices amounting to not less than \$10,000 for the projects as applied for and completed at 415 E. Main Street.

Presented to the Downtown Development Authority Board on July 13, 2016

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Vote:



**DDA Executive Committee Meeting
Wednesday, July 6, 2016 at 3:00 p.m.
Location: Conference Room B, Midland City Hall**

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

Tisdale reported on the status of the Streetscape Redevelopment public engagement process, to date and the committee discussed next steps in the process.

The committee discussed the downtown business environment and recent business changes in the district.

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.

Brines reported that the Economic Sustainability Committee will have an incubator and façade request for approval consideration.

Reviewed the draft agenda for the July 13 DDA board meeting.

Adjourned: 4:00 p.m.



**MDBA Board Meeting Minutes
May 12, 2016
8 a.m. ~ Pizza Sam's**

Call to order 8:00 am

Attending: Blain Anderson, Scott Coyer, Nicole VanSchagen, Ann Ward, Chris Whitted, Gus Wojda, Chelsea Rowley, Mary Shudark Absent: Marc Belgiorno, Mark O'Brien, Joanne Wessel,

Minutes from the April 14, 2016 meeting were presented for approval. Ward moved approval, seconded by VanSchagen. Minutes were approved by all those in attendance.

Tisdale reviewed the March 2016 MDBA Treasurers Report. Whitted moved approval, seconded by Rowley. Treasurer's report was approved by all those in attendance.

Discussed status of Terrific Towns website. A representative visited several businesses earlier in the month. Still enhancements and suggestions to be made. Coyer and Tisdale will follow up.

Tisdale reported that SARA was unanimously approved by City Council on April 25.

Coyer and Tisdale provided an update on the status of the Streetscape Redevelopment Committee work.

The 2016-19 board ballots have been distributed. With Lauri Ireland's resignation, there are four positions open (Belgiorno, Ward, Ireland and O'Brien) and four nominations have been submitted: Ann Ward (incumbent), Kristy LeVasseur (Midland Area Chamber of Commerce), Craig Schripsema (OHM Advisors), Joshua Watters (Mr. Moustache). Voting deadline is May 27.

Annual meeting is June 22. Business Person of the Year nominations are now being accepted through May 27.

The DDA is working on Fall Festival, to replace Pumpkin Festival. It is scheduled for Saturday, Oct. 1 and will include a partnership with Northwood University, as that is the weekend of the Northwood Auto Show.

Reviewed the draft agenda for the May 25 All Businesses meeting.

Meeting adjourned: 9:10 a.m.

NEXT MEETINGS:

MDBA Board Meeting: Thursday, June 9, 8 a.m., Pizza Sam's

Annual Meeting: Wednesday, June 22, 7:30 a.m., the H Ballroom

MDBA Board Meeting: Thursday, July, 14 a.m., Pizza Sam's

MDBA All Businesses Meeting, Wednesday, July 27– 8 a.m., Pizza Sam's