



MIDLAND CENTER CITY AUTHORITY  
AGENDA  
Wednesday, September 21, 2016, 3:00 P.M.,  
Council Chambers, Midland City Hall, Midland, Michigan

1. Roll Call – Chappel, Ginis, Kaye, Kozuch, Miles, Mortensen, Rapanos, Schloemann, Shaffner
2. Approval of Minutes - Regular Meeting of July 20, 2016 – **Kozuch**
3. Public Comments (unrelated to items on the agenda)
4. Set Center City Authority Board meeting agenda for 2017
5. Committee Reports
  - a. Governance and Sustainability Committee report – **Chappel**
  - b. Marketing Committee report – **Schloemann**
  - c. Physical Improvements Committee report – **Ginis**
    - i. Arbury Insurance, Façade Application Approval
6. Report of the Chairperson
7. Adjournment



**MIDLAND CENTER CITY AUTHORITY  
Minutes  
Wednesday, July 20, 2016, 3:00 P.M.,  
Council Chambers, Midland City Hall, Midland, Michigan**

Call to Order: 3:00 p.m.

**Attending:** Chappel, Ginis, Kaye, Kozuch, Miles, Mortensen, Schloemann

**Absent:** Rapanos, Shaffner

**Staff Attending:** Todd

Kozuch presented the minutes from the CCA Board Meeting of June 15, 2016 for approval  
Kaye moved approval, seconded by Mortensen. Minutes were unanimously approved by all in attendance.

Public Comments: None

**Committee Reports**

Chappel reported that the Governance and Sustainability Committee did not meet in July

Schloemann reported that the Marketing Committee did not meet in July

Ginis reported that the Physical Improvements Committee met in July to review a façade application submitted by QRP Printing, Façade Application. Miles moved approval, seconded by Schloemann. The application was unanimously approved by all in attendance.

Ginis reported that the city had received landscaping bid for the district landscaping projects and these bids were being reviewed. Ginis reported that the signal pole painting project bid specs were still in the design phase. Bids are anticipated in August with the project starting soon after.

Kaye discussed how the sign ordinance has been tabled for review due to a reference mistake in the City Council packet. The mistake has since been found and corrected and it will go back to council on the July 25

Kozuch gave the Report of the Chairperson noting that Batteries & Bulbs is now open, and The Village Green will be repaving the parking lot soon.

Adjournment 3:12 p.m.

**2017**  
**CCA Board Meeting Schedule**  
**Third Wednesday ~ 3:00 p.m. ~ City Hall Council Chambers**

January 18

February 15

March 15

April 19

May 17

June 21

July 19

August 16

September 20

October 18  
(Strategic Planning Session)

November 15

December 20



**CENTER CITY AUTHORITY**  
**Governance and Sustainability Committee**  
Wednesday, September 14, 2016  
10:00 A.M., City of Midland Council Overflow

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

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

Tisdale provided an update on the four tax appeals in the district: one was withdrawn, one settled for less than anticipated, a third appealed another year with a more substantial and a fourth appeal in the district was also filed. Tisdale provided information as to the effect these scenarios have on the budget. One of the appeals is expected to go to the tribunal in December. The committee said it would be appropriate to review the budget for spending opportunities pending the outcome of that visit to the tax tribunal.

Tisdale provided updates on the facade program, landscaping project and signal pole painting project.

A long range planning session should be scheduled for the October 10 regularly scheduled CCA board meeting time. Board members should plan on the 3 – 5 p.m. time frame, although it will likely not take this long.

Reviewed the agenda for the September 21 CCA board meeting.

Meeting adjourned 10:45 a.m.

**The next meeting is Wednesday, October 12, 2016 at 10:00 a.m.**



**CENTER CITY AUTHORITY  
MARKETING COMMITTEE MEETING  
Minutes  
Monday, September 12, 2016, 1:30 P.M.**

**Attending:** Dave Ginis, Joe Kozuch, Ben Tierney

**Absent:** Chris Schloemann, Melissa Sprague, Lauri Ireland

**Staff Attending:** Selina Tisdale

Discuss role of CCA Marketing Committee in bringing brand awareness to the district and encouraging property owner engagement. Ideas to get more involvement in and awareness of the district:

- Social Media training – Jeff DeHavens?
- Food Truck Friday / Food Trucks on the Circle, Tailgaters before games at Midland High Stadium
- Boosting FB posts (budgeted)

Reviewed social media stats for the month

Meeting adjourned: 2:30 p.m.

**Next meeting will be on Monday, October 10, 2016 1:30 p.m.**



**CENTER CITY AUTHORITY**  
Physical Improvements Committee Meeting  
Tuesday, September 13, 2016, 3:30 pm  
HR Conference Room, Midland City Hall

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

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

Reviewed the Façade Improvement Program application from Matt Granzo, Arbury Insurance, 2816 Jefferson Ave. Kozuch moved that the \$5,000 grant be approved, Beck seconded. Recommendation was unanimously approved by those in attendance.

Tisdale will distribute an overview of the Center City Signs Ordinance to the district along with information on where to send inquiries into any perceived infractions.

The Center City landscaping has been installed. A way-finding sign was planted by accident instead of one of the district signs. The committee would like the landscaping to also be done at the missed district sign.

Tisdale reported that the signal pole painting project bid has been delayed and that work may not happen until next spring. Engineering is working on it.

The Midland Area Community Foundation would like the committee to resubmit the Center City Red Pots project for potential funding. The committee would also like to look at respite landscaping. Tisdale will have staff identify city-owned property in the district that may be considered for this type of landscaping.

Meeting adjourned: 4:35 p.m.

***Next meeting will be on 10-11-2016***

WHEREAS the Physical Improvements Committee of the Center City Authority (CCA) met on September 13, 2016 to review the façade application from Matt Granzo on behalf of Arbury Insurance, 2816 Jefferson Avenue, and found the application to be acceptable and in order; now therefore

RESOLVED, that the Physical Improvements Committee recommends the Center City Authority approve a façade matching grant not to exceed \$5,000.00 pending receipts of invoices from applicant amounting to not less than \$10,000.00 and disbursed in accordance with CCA Façade Improvement Program guidelines.

**Presented to the Center City Authority Board on September 21, 2016**

Motion made by:

Motion supported by:

Yeas:

Nays:

Abstain:

Absent:

Vote:

**CCA Façade Application Receipt**

**Application Received From:** Matt Granzo, Arbury Insurance, 2816 Jefferson Ave.

**Date Received:** August 18, 2016

**General Project Description:** New signage, landscaping, replacing brickwork, new windows, exterior paint.

**Total amount of project application:** \$13,973.00

**Amount Requested:** \$ 5,000.00

**Amount recommended for approval:** \$ 5,000.00

**Matching Amounts Requested:**

\$5,000.00 **Facade Grant**

\$0 **Facade Loan**

**Proposed Start Date:** September 13, 2016

**Proposed Completion Date:** October 13, 2016

**Property is in the CCA District** YES

**Applicant is property owner** YES

**Applicant is a business owner authorized to apply on behalf of property** YES

**Applicant submitted eligible design renderings** PHOTOS

**Applicant submitted detailed information on materials, colors, etc.** YES

**Applicant submitted written estimates** YES

**Applicant verified building/zoning codes are accurate** NO

**Permits Required:**

Building Department review cited no issues with the proposed work. Sign permits will need to be obtained.

**Date all information was verified:**

**Scheduled for PI Review on:** September 13, 2016

**STAFF RECOMMENDATION:** Staff recommends approval pending no concerns from the building department

**Comments / follow up from PI review:**

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**Return to applicant for further follow up?**  Yes  No  NA

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PI Grants "conditional approval"

Yes  No  NA

date: 9-13-2016

Schedule for CCA Board Meeting final approval, board date: 9-21-2016

CCA Action:     Approved                       Denied                       Returned to applicant for further information

CCA Board Meeting Action Item: (attached)

Notes:

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**Distribution of Funds:**

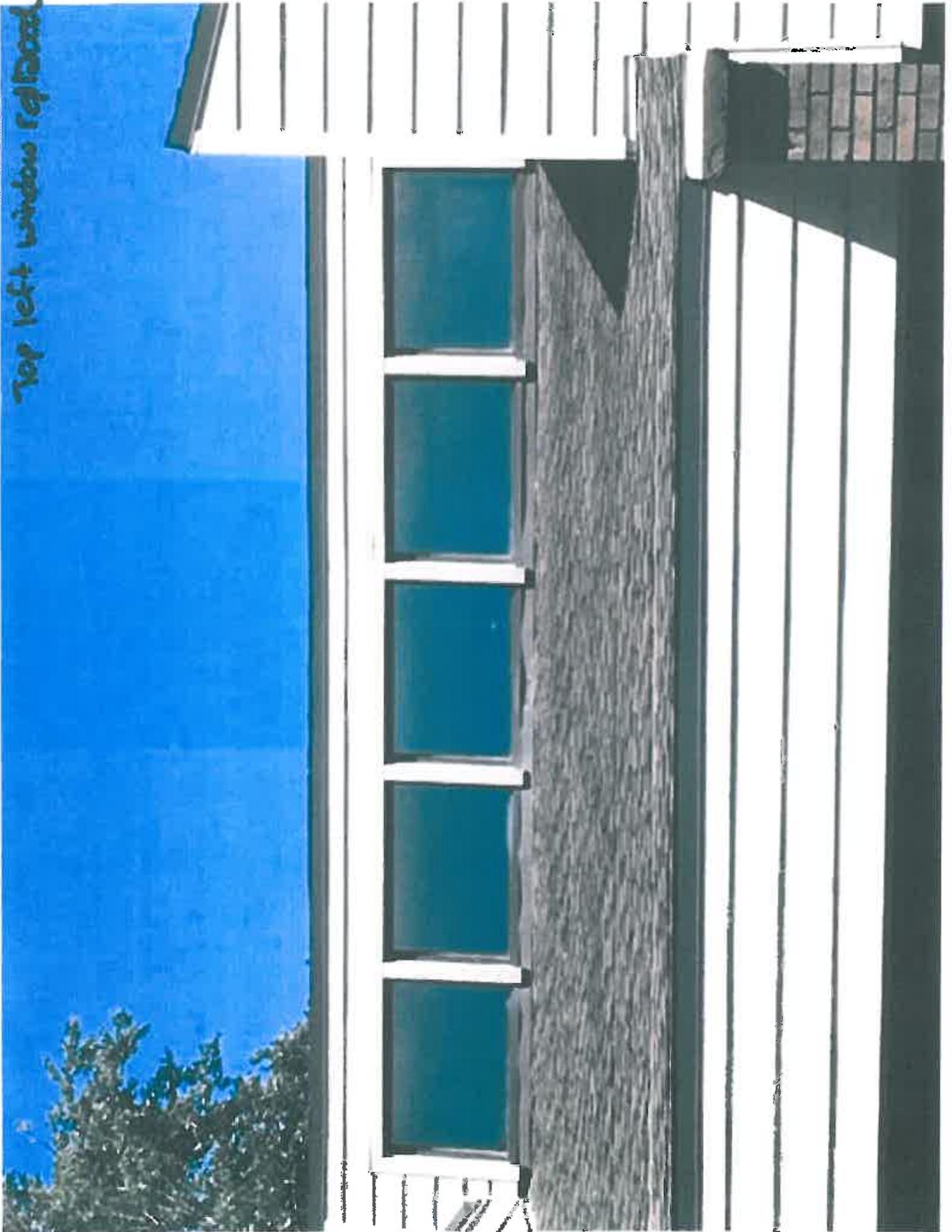
Per the attached action item, the CCA office is authorized to distribute funds in the amount of:

<hr/>	Mini Grant	Grant	Loan
<hr/>	Mini Grant	Grant	Loan
<hr/>	Mini Grant	Grant	Loan



Fence Repair

Top left window replaced



Window Captions



Where Oldy Sign will go





Paint Windows



Landscape



Landscape w/ Rock/Mantle



Front entrance walkway