



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