



DOWNTOWN DEVELOPMENT AUTHORITY

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.

- Scott Coyer, president of the Midland Downtown Business Association, presented an update on activities of the MDBA, specifically preparations for and improvements to the Tapped Craft Beer Festival.

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

New Business- None

3:50 p.m. Adjourn

NEXT DDA BOARD MEETING - Wednesday, July 13, 2016