



DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors Meeting

Wednesday, May 8, 2019 3:00 p.m.

Council Chambers, City Hall – Midland, MI

1. Roll Call: Bobbie Arnold, Paul Barbeau, Cathy Bott, Bo Brines, Brad Kaye, Bryan Jao, David Kell, Jon Lauderbach, Jim Malek, Marty McGuire, Bo Miller, Bob Rathbun, Jim Wright
2. Approval of the DDA Minutes from the regular meeting of March 13, 2019.
3. Horticulture Report – Stephanie Richardson
4. Presentation on proposed Vortex Snow Sculpting Symposium for downtown Midland
– Eric Larsen, event coordinator
5. DDA Parking Study consultant recommendation
6. Downtown Update – Selina Tisdale
7. Committee Reports
 - Communications Committee – Kell
 - Economic Sustainability Committee – Brines
 - Executive Committee – Kell
 - 2019-20 Board Structure
 - Midland Downtown Business Association Report – Watters/Buzzell
8. Public comments regarding items that are not on this agenda
9. New Business
10. Adjourn

NEXT DDA BOARD MEETING – Wednesday, July 10, 2019



DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors

Wednesday, March 13, 2019, 3:00 p.m.

Council Chambers, City Hall – Midland, MI

Call to Order: 3:00 p.m.

Attending: Bobbie Arnold, Cathy Bott, Bryan Jao, Dave Kell, Jon Lauderbach, Jim Malek, Bo Miller, James Wright

Absent: Paul Barbeau, Bo Brines, Brad Kaye, Marty McGuire, Bob Rathbun

The Downtown Development Authority (DDA) Board meeting minutes of the February 26, 2019 were presented. Bott moved approval, seconded by Wright. Minutes were unanimously approved.

Chairman Kell introduced and welcomed new board member Bryan Jao.

City Horticulturist Stephanie Richardson updated the board on horticulture activities in the downtown.

Community Affairs Director Selina Tisdale presented an update on downtown business activities and events.

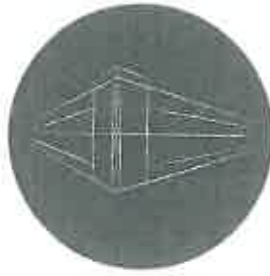
Kell reported on behalf of the joint marketing committee of the DDA and Midland Downtown Business Association (MDBA).

Tisdale presented the proposed DDA budget for the 2019-20. Lauderbach moved approval of the budget, seconded by Arnold. Proposed budget was adopted.

There were no public comments.

There was no new business.

Meeting adjourned at 3:25 p.m.



April 22, 2019

Purchasing
City of Midland
Office of the City Clerk
333 W. Ellsworth Street
Midland, MI. 48640

RE: Bid 4018 Downtown Midland Parking Study Proposal (RA# 8219p)

Dear Evaluation Team Members:

On behalf of Rich & Associates, I am pleased to present to you our proposal to complete a Downtown Parking Study for the City of Midland. Attached for your review and consideration is a brief description of our firm and our key personnel assigned to your project, qualifications completing similar parking studies and our proposed scope of services.

Over the past 20 years our firm and our key personnel have successfully completed similar parking studies for cities across the state of Michigan, including studies for;

City of Plymouth
City of Detroit
Village of Ada
City of Ferndale
Village of Holly

City of Brighton
City of Rochester
City of Walker
City of Howell
City of Flint

City of Ypsilanti
City of Sault Ste. Marie
City of Royal Oak
City of Dearborn
City of Jackson

Thank you very much for the opportunity. If you have any questions regarding our proposal or if you need additional information, please contact myself or Dave Burr at (248) 353-5080.

Sincerely,

RICH & ASSOCIATES, INC.
PARKING CONSULTANTS

David N. Rich
Project Development Director

RESUMES

Dave W. Burr

Rich & Associates, Inc.

Role: Senior Parking Planner / Project Manager

Education: B.A. – Michigan State University

Experience: 40 years

Dave joined Rich & Associates in 1979. As Senior Parking Planner, he has been responsible for the completion of 300 parking projects and served as project manager on nearly 200 parking planning studies. He brings more than 40 years of parking experience, successfully implementing long term parking management improvements in downtowns nationwide.

PARKING PLANNING EXPERIENCE

- **Parking Demand Assessment;** Multiple Communities – conducted detailed parking need assessments for many large and small communities. Many analyses were to assess the need for development of parking facilities or to seek alternatives to constructing additional parking through solutions to improve parking availability.
- **Rate & System Integration;** Works on detailed financial analysis of parking systems, evaluating revenues and expenses and comparing rates and revenues to competing communities. Provides detailed recommendations for schedule of rate changes under alternative development scenarios and evaluating impact from alternative management and operational strategies.
- **Operations Practices & Strategies;** Review current parking management operations practices along with all ordinances dealing with parking. Provides recommendations for the system including a comprehensive view of allocation along with permit operations, fees, enforcement, signage, zoning and the overall walkability of the downtown.
- **Community Engagement;** As part of the assessment of parking needs, Dave works with the client and has collaborated with a wide range of stakeholders, including clients, staff, community and general public, including conducting multiple meetings regarding preliminary data, recommendations and final report. Community engagement is extremely important at Rich & Associates and is necessary to providing an understanding of the community.

More recent downtown study projects include:

City of Adrian, MI

City of Brighton, MI

City of Hudson, WI

City of Flagstaff, AZ

City of South Bend, IN

City of Des Moines, IA:

City of Ypsilanti, MI

Village of Arlington Heights, IL

Village of Downers Grove, IL

City of Monroe, WI

City of Detroit, MI

INTRODUCTION

The City of Midland is interested in a complete parking study of the downtown to include among other things: an inventory of existing downtown parking; analysis of the parking management strategies; and, an analysis of signage and ease of access associated with parking. Rich & Associates is pleased and excited to have the opportunity to submit our qualifications for your consideration to provide expert parking needs consulting. The requested analysis will be performed as detailed on the following pages.

In Midland, it is the City's desire to promote an environment conducive to pedestrian walkability or riding a bicycle, and therefore offer the parking and amenities required for these activities, as well as parking to support diverse land uses.

Rich & Associates, Inc. is one of the nation's leading parking consulting firms whose principal line of business is the study of parking needs; and, the planning, design and engineering of parking structures. We bring to your project 55 years of experience in the design of over 2,000 parking structures, as well as, over 25 years of experience in the development and management of parking systems.

We have a team of prominent professionals that possess the experience and skills required to properly analyze your downtown parking needs as well as provide the best alternatives to address any identified deficiencies.

The Parking Study

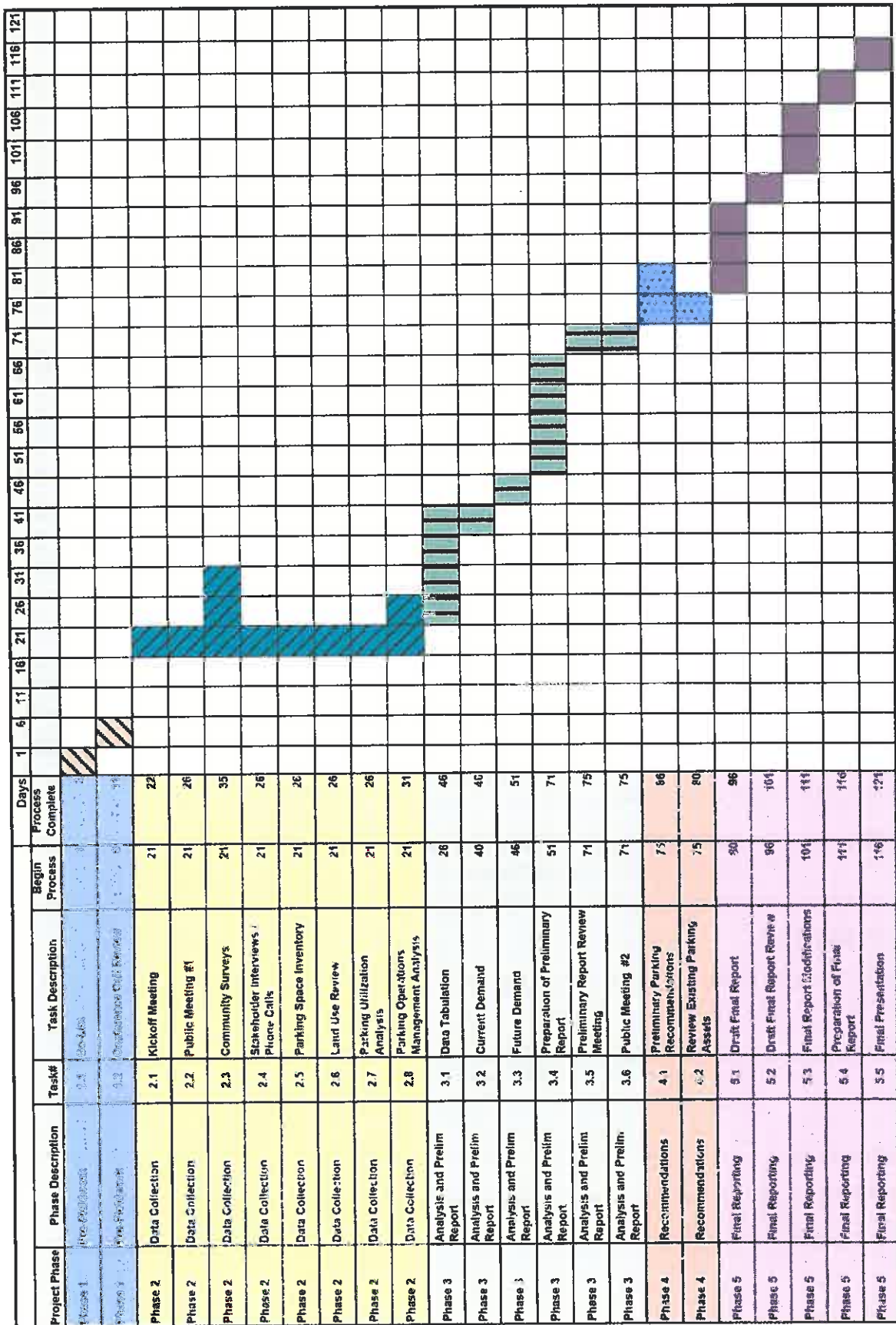
The purpose of this study is to prepare a parking plan that is consistent with the City of Midland and associated stakeholder's goals and visions. The study Rich & Associates is proposing to undertake will seek to answer vital questions about the parking system including, but not limited to the following:

- *What is the nature and magnitude of the present parking situation in the study area and individual blocks? When does peak parking occur for customers and employees?*
- *What role does signage play in making parking easy to find and welcoming?*
- *How will plans for the new Delta College downtown campus affect parking needs?*
- *Will proposed new developments such as the use of former housing stock properties create additional pressures on the public parking system and how?*
- *What changes in parking policies, regulations and requirements can maximize use of existing parking resources?*
- *How well does the current enforcement system and fine structure work in managing parking resources?*
- *Is it possible to more effectively manage the supply of public and private parking so that the needs of the different user groups are better accommodated?*
- *What role does private parking currently play and how can it play a role in the future, especially as it may relate to shared use and the overall parking plan?*
- *How does the Complete Streets policy affect parking needs?*
- *How are existing pedestrian paths perceived? How can they be enhanced through best practices?*

- *What arrangements can be implemented that will provide parking lot visibility and safety to patrons?*
- *How do existing transit stops relate to downtown activity? How can they coexist with personal vehicle use?*
- *Is additional parking needed and if so, in what form, where and when is it needed?*
- *What is the economic value of each parking space to area businesses?*
- *What are downtown user's perceptions of parking?*
- *How does seasonal competition and special and on-going events affect parking?*
- *How can ride-sharing services, electric vehicles and other smart-technology transportation needs be accommodated and addressed in the downtown parking plan?*

Parking is already perceived as challenging with convenient parking difficult to find. Recent public and private investment has brought new residential, business and development activity to the district. As the City evaluates economic development opportunities, it is critical to consider the parking challenges. In order to do this, the City needs the necessary tools to routinely manage the parking conditions and system. The goal of this study is to provide the City answers to these and other questions and, in so doing, prepare a viable parking plan.

Rich & Associates' scope of work includes developing a Parking Demand Model created from data collected and analyzed during the study process. We recognize that models and strategies that we have developed successfully for other cities will only be successful in Midland if they are tailored to respond to the unique characteristics of the City.





DDA Economic Sustainability Committee

MINUTES

Wednesday, April 24, 2019 at 3:00 p.m.

Location: City Hall Conference Room B

Committee Members Present: Paul Barbeau, Bo Brines, Jon Lauderbach, Bo Miller, Jim Wright

Staff: Selina Tisdale

Tisdale updated the committee of the status of the downtown parking study request for proposal. Besides downtown merchants and property owners, other key stakeholders should include: Peter Shaheen, Delta College, Dow Diamond/Great Lakes Loons, East End complex, Lyle Davis (Fairfield Inn), St. Brigid's and First United Methodist, Gillespie Group (and McGraw), Dow property management (Paul Barbeau), leuter Insurance Group, the H (Derek Grimaldi), Courthouse, David Dittenbir, David Kepler, Michigan Baseball Foundation (Ramaker and Rogers), Midland Business Alliance, Riverside Place (Grant).

Tisdale updated the committee on the downtown incubator program. This year's program has been pretty light but we anticipate new applicants with some new businesses opening downtown.

Tisdale updated the committee on ongoing projects including the April 30 streetscape dedication event, the Main Street Plaza project and the Entrance Way signage.

The committee discussed downtown business activity.

Meeting adjourned at 3:55 p.m.



DDA Executive Committee Meeting
Wednesday, May 1, 2019 at 3:00 p.m.
Location: Conference Room B, Midland City Hall

Committee Members Present: Bob Rathbun, Bo Brines

Committee Members Absent: Dave Kell

Staff: Selina Tisdale, Stephanie Richardson

Tisdale reviewed the proposals received in response to the request for proposal (RFP) for the downtown parking study. Upon review the low bid submitted by Rich and Associates meets the scope of work in which downtown is interested. Recommendation will be made at the May Downtown Development Authority meeting to proceed with Rich and Associates.

Discussed 2019-20 board structure. Nominations for chair, vice chair and subcommittee chairs will be considered at the May DDA board meeting and formalized in July.

Tisdale updated the committee on projects including streets signs, gaming tables, entrance way signage, Main Street Plaza. Discussed the need to make a determination on a donors recognition area.

Fall strategic planning is scheduled for October 9 and will include long-term planning for the downtown with a closer look at long-term revenue projections.

Reviewed and set the agenda for the May 8 DDA board meeting.

Adjourned: 3:50 p.m.

Next Meeting
Wednesday, July 3, 2019 3:00 p.m.

DDA Communications & MDBA Marketing Joint Committee

Minutes – April 10, 2019

Attending: Dave Kell, Daniel Buzzell, Dustin Neumeyer, Ann Ward, Julia Kepler

Staff Attending: Lacey Todd

Minutes from March meeting 3/13/19 were reviewed

Lacey presented the survey results for Meet Your Merchants 3/16/19

- One of the survey respondents noted that he thought the event signs should be out earlier in the day before the event starts. The current signs don't have the event specifics (times) noted on them and placing signage before the businesses open could cause confusion. The committee discussed further and asked about putting times on the signs. The price of new signs would be approximately \$150 per event. The committee discussed options for affixing event specifics. No discussion was had on who would be putting the signs out earlier in the day. Discussion on this subject can continue at the next meeting.
- Some businesses described the event as successful while others found it to be unsuccessful. Julia Kepler of Serendipity Road expressed that she thought the event was successful for her business because she had a different "Maker" in store every 30 minutes for her customers to meet. She also promoted the event to her customers through her resources.
- The idea of a theme for this event was brought back with renewed interest in Pi Day. Ann Ward expressed an appreciation of high foot traffic without having to do anything. During the previous Pi Day the Event Coordinator scheduled caterers to serve pie samples from each participating Meet Your Merchant business. The Marketing budget for the event was reduced by 75% in order to pay the "chef stipend". Caterers competed to win a certificate for best pie (1st, 2nd, and 3rd places).
 - In 2020 March 14 (Pi Day) is on a Saturday

The committee discussed upcoming events:

- Downtown Story Day – Super Heroes 4/13/19
 - Still short 1 volunteer as of meeting
- Sculpture Series, review status of sponsors – deadline 4/18/19
- Summer Street Performers – cancelled
- Tapped
 - 501c3 is completed & MLCC request is being compiled
 - Reviewed sponsors – deadline 4/30/19
- Mini Golf on Main – Options were reviewed and the committee decided that they would like to request a budget to purchase putt-putt greens. Lacey will send out an event request for businesses to participate for \$100 per green. Businesses will be in charge of babysitting their green, clubs and balls. The goal is a minimum of 9 greens and a maximum of 18. Businesses that participate will get their logo on their greens flag.

The committee discussed planned events

- Sidewalk Sales (MDBA) budget & marketing plan was reviewed the Radio budget is on hold at this time. Lacey will put together a summer/fall season radio marketing quote request for all Downtown Midland summer events and the committee will review the responses at the next meeting.
- Main Street Glow (DDA) budget & marketing plan was reviewed and approved as is
- RIVERDAYS AfterParty (DDA) budget & marketing plan was reviewed and approved as is
- Chili & Salsa (MDBA) budget & marketing plan was reviewed and approved as is
- Mannequin Night (MDBA) budget & marketing plan was reviewed the Radio budget is on hold at this time until the radio marketing quotes are reviewed.

- Daniel asked Lacey to send out a Doodle to schedule a Committee Meeting the week of April 22
- Festifall (DDA) – Meeting scheduled for 4/24 @ 1:00 p.m.
- The Committee would like if a representative from Vortex could come to meet with them to discuss their plans.

Marketing

- Main Street Festival Lighting – Daniel did a visual walk through
- Fireplaces – current schedule M-F 4:30 – 11:30 p.m. Sat-Su 12:00 – 11:30 p.m. (to be revisited in May) the invoices were reviewed.
- Lacey provided analytics and updates for the following:
 - Google Analytics for www.downtownmidland.com
 - Downtown Happenings - Lacey
 - MDBA Facebook Group <https://www.facebook.com/groups/859545844149041/> - Lacey
 - Facebook Ads/Marketing
 - Twitter
 - MDBA Mail Chimp Lists/Groups
- Marketing needs for the coming 3 months
 - Overall redevelopment of Downtown Marketing

5:13 p.m. Adjourn