



DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors Meeting

Wednesday, September 14, 2022 3:00 p.m.

1. Roll Call: Bobbie Arnold, Paul Barbeau, Cathy Bott, Bo Brines, Britney Hyde, Brad Kaye, David Kell, Jon Lauderbach, Jim Malek, Marty McGuire, Chris Moultrup, Kevin Scorsone, Tony Stamas
2. Approval of the DDA Minutes from the meetings of May 11, 2022 DDA meeting - Moultrup
3. Approve 2023 DDA Board Meeting Schedule
4. Project Updates – Tisdale
 - a. Reimagine the Riverfront
 - b. 2022 Pedestrian Plazas & Social Districts
 - c. Strategic Planning
 - d. Buttles Corridor Improvement / Ashman-Rodd Two-Way
5. Horticulture Report – Richardson
6. Committee Reports
 - a. Executive Committee – Kell
 - b. Economic Sustainability – Moultrup
 - i. Brinstar Beercade Incubator Approval
 - c. Marketing and Events – Smith
 - d. Midland Downtown Business Association - Kepler
7. Public comments regarding items that are not on this agenda
8. New Business
9. Adjourn

NEXT DDA BOARD MEETING
Wednesday, November 9,, 2022



DOWNTOWN DEVELOPMENT AUTHORITY

**Board of Directors Minutes of the Board of Directors Meeting
May 11, 2022, 3:00 p.m. Midland City Hall**

Call to Order: 3:00 p.m.

Attending: Bobbie Arnold; Paul Barbeau; Bo Brines, Britney Hyde; Brad Kaye; Jon Lauderbach; Jim Malek; Marty McGuire; Chris Moultrup; Kevin Scorsone; Tony Stamas

Absent: Cathy Bott; David Kell

Meeting called to order at 3:00 p.m.

Minutes were presented for the DDA Board meeting held March 9, 2022. Lauderbach moved approval, seconded by Barbeau. Minutes were unanimously approved.

Marty McGuire introduced new board members, Britney Hyde and Tony Stamas. McGuire recognized outgoing board member, Bo Miller.

Community Affairs Director Selina Tisdale presented the proposed 2022-2023 DDA Budget. Lauderbach motioned for approval, seconded by Moultrup. Motion was unanimously approved.

Tisdale presented updates on the 2022-2023 Pedestrian Plaza and Social District plans.

Tisdale presented updates on the Riverfront Redevelopment project.

Moultrup gave an executive committee meeting report. The DDA has decided to sponsor outside events that are located within Downtown Midland and provide benefit to the district such as River Days Festival and Art Seen Festival, with a max funding of \$5,000 per sponsorship per year.

David Kell was nominated and elected as president of the DDA Board for 2022-2023, while Chris Moultrup was nominated and elected as vice president of the DDA Board for 2022-2023. Motion was moved by McGuire, seconded by Lauderbach. Positions were unanimously approved.

Downtown Events Coordinator Renee Smith reported on the upcoming events, the 2022 event schedule, The Commons Live Music Series schedule for the summer, and marketing projects the district is undergoing.

MDBA Board president Julia Kepler reported that the Midland Downtown Business Association is starting the process of implementing two outdoor digital sign boards on Main Street to promote events, programming, and the whole district.

No public comments were made.

Meeting adjourned at 3:37 p.m.



2023 DDA Board Meeting Schedule
second Wednesday of odd-numbered months
3 pm, Midland City Hall Council Chambers

January 11, 2023

March 8, 2023

May 10, 2023

July 12, 2023

September 13, 2023

October 11, 2023
(strategic planning)

November 8, 2023



DDA Executive Committee Meeting
Wednesday, September 7, 2022 ~ 2:00 p.m.
Midland City Hall ~ Conference Room B

Attending: David Kell (Chair), Kevin Scorsone, Julia Kepler, MDBA President, Selina Tisdale

By phone: Chris Moultrup **Absent:** Marty McGuire, Stephanie Richardson

The July 6, 2022 Executive Committee minutes were reviewed and approved.

Tisdale provided an update on the Riverfront Redevelopment Plan. Community input sessions and community survey are complete. Steering committee has met several times to review content from feedback. PMB designers are waiting for Farmers Market decision to be made before design process begins. Aiming to have draft designs ready for November.

Tisdale provided an updated on potential restroom locations being considered for downtown.

Tisdale updated committee on status of Buttles Corridor designs and Ashman/Rodd Two-Way work.

Discussed plans for Downtown Midland's next Long-Range Strategic Plan. Tisdale will issue an request for proposal to obtain price quotes for a consultant to lead a thorough long-range strategic planning conversation to include board members of the DDA and Midland Downtown Business Association (MDBA), city staff, business and property owners, stakeholders and visitors to Downtown Midland. This process will take place November – February. Tisdale will cancel the October strategic planning session previously scheduled.

Tisdale provided updates on the Downtown Parking Study, Wi-Fi and Sound System with a discussion about the addition of security cameras and the 2022 Pedestrian Plaza.

Reviewed a draft Agenda for September 14, 2022 DDA Board Meeting

Held a brief discussion about the DDA's interest in partnering with the MDBA to enhance the holiday lighting offerings in Downtown Midland. MDBA will develop a proposal and pricing for future consideration.

Meeting adjourned at 3:30 pm



DDA Economic Sustainability Committee
Meeting Minutes for
Wednesday, August 24, 2022 at 3:00 p.m.
Midland City Hall ~ Conference Room B

Committee Members: Chris Moultrup – Chair, Bo Brines, Paul Barbeau, Britney Hyde, Jon Lauderbach
Staff: Selina Tisdale

The Economic Sustainability Committee did not meet due to lack of quorum.

The following applications were included in the Economic Sustainability agenda packed and were reviewed by committee members. An e-vote was taken by email on the following items with the following results:

Consideration of Brinstar Beercade Incubator Application:

vote to approve: Brines, Lauderbach, Moultrup, Hyde, Barbeau

vote to reject: none

did not vote: none

Brinstar Beercade Incubator application is recommended for approval to the DDA Board.

Consideration of Gratz Pedestrian Plaza Buildout Funding:

vote to approve: Brines, Lauderbach, Moultrup, Hyde, Barbeau

vote to reject: none

did not vote: none

Gratz Pedestrian Plaza Buildout Brinstar application is approved by the Economic Sustainability committee under approval by the DDA Board given at the March 9, 2022 board meeting.

Consideration of Imagine That! Pedestrian Plaza Buildout Funding:

vote to approve: Brines, Lauderbach, Moultrup, Hyde, Barbeau

vote to reject: none

did not vote: none

Imagine That! Pedestrian Plaza Buildout application is approved by the Economic Sustainability committee under approval by the DDA Board given at the March 9, 2022 board meeting.

Proposed Incubator Payment Schedule for Brinstar Beercade

| Brinstar Beercade | 6 mos @ 50% (max: \$830/mo) | 6 mos @ 33% (max: \$560/mo) | 6 mos @ 17% (max: \$275/mo) | In-Business Commitment |
|--------------------------|-----------------------------|-----------------------------|-----------------------------|------------------------|
| \$2200/month lease | Oct 2022 - Mar 2022 | April 2022 - Sept. 2022 | Sept 2022 - Mar 2023 | Oct 2025 |
| 18 month commitment | \$4,980.00 | \$3,360.00 | \$1,650.00 | |
| Total | \$9,990 | | | |



WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Belle Fawcett and Scott Nankervis, Brinstar Beercade, 415 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 said incubator application 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 September 14, 2022

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Abstain:

Vote:



**Midland Downtown Business Association
Board Meeting Minutes
August 11, 2022 8:30 am**

Attending: Buzzell, Kepler, Lyons, Moody, Mundhenk, Neumeyer, Retzloff, Scorsone, Thompson, Whitted
Wojda **Absent:** Levy

Kepler opened the meeting at 8:30 am

The minutes from the June 2022 board meeting were presented for approval. Several corrections were made. Neumeyer moved for approval with corrections, seconded by Scorsone. Minutes were approved.

The May and June 2022 Treasurers Report was presented for approval. Thompson moved for approval, seconded by Moody. Treasurer's report was approved.

Tisdale reviewed the status of several MDBA projects including: downtown digital signage – city staff approved concept; no further work accomplished; reviewed drafts of the new Downtown Midland map. Several changes were submitted. Board member were asked to review and forward any further changes to Tisdale; discussed 2022 pedestrian plaza and commons; reviewed plan for 2022-24 SARA discussions; updated on Riverfront Redevelopment process; discussed outcome of July Buttles Street Redesign meeting with MDOT.

Reviewed upcoming events: Gus Macker, MI Brew Trail Beer Fest at Dow Diamond, Downtown Story Day, Taste of Downtown. Discussed successful events of Mini-Golf on Main, Sidewalk Sales and Riverdays / Main Street Glow / After Party

Held a discussion on expectations of the 2023 events calendar and right-sizing it for events coordinator capacity.

Moody shared that she is in discussion for a possible organizer for 2023 Back to the Bricks event downtown.

Meeting adjourned at 9:40 a.m.