



MIDLAND CENTER CITY AUTHORITY

AGENDA

Wednesday, November 20, 2019, 3:00 p.m.

Council Chambers, Midland City Hall, Midland, Michigan

1. Roll Call – Barth, Chappel, Ginis, Kaye, Kozuch, Miles, Mortensen, Rapanos, Schloemann
2. Approval of Minutes - Regular Meeting of October 16, 2019– **Kozuch**
3. Public Comments (unrelated to items on the agenda)
4. Center City Draft Long Term Planning Document - **Tisdale**
5. Committee Reports
 - a. Governance and Sustainability Committee report – **Mortensen**
 - b. Marketing Committee report – **Kozuch**
did not meet in November
 - c. Physical Improvements Committee report – **Ginis**
 - i. Façade Application Amendment – Upbeat Music Academy / Lambert
6. Adjournment



MIDLAND CENTER CITY AUTHORITY
Minutes of the regular meeting of Wednesday, October 16, 2019 2:30 P.M.,
STRATEGIC PLANNING SESSION
Conference Room B, Midland City Hall, Midland, Michigan

Call to Order 2:30 p.m.

Attending: Linda Barth, Jennifer Chappel, David Ginis, Brad Kaye, Joe Kozuch, Sharon Mortensen, Cliff Miles, Alex Rapanos, Chris Schloemann **Absent: None**

Kozuch presented the minutes the regular meeting of September 18, 2019 CCA Board meeting. Ginis moved to approve the minutes, seconded by Mortensen. Minutes were approved.

The following façade application was presented for consideration:

WHEREAS the Physical Improvements Committee of the Center City Authority (CCA) reviewed and recommends for approval the façade application from Physical Therapy & Rehabilitations Specialists, Ajay Middha 329 S. Saginaw Road; now therefore

RESOLVED, that the Physical Improvements Committee recommends the Center City Authority approve a matching grant in the amount of \$4,606.00 for façade improvements at 329 S. Saginaw Road and that disbursement shall occur in accordance with CCA Façade Improvement Program guidelines.

Schloemann moved approval of the recommendation, seconded by Miles. Application was unanimously approved by those in attendance.

Lee Rouse, Omnitech, led the board through a strategic planning discussion

Public Comments (unrelated to items on the agenda) – None

Meeting adjourned at 4:30 p.m.

Mission and Vision

Vision Elements

Goals/Objectives

Measures

MISSION

To provide an environment for success that leads to sustainable economic growth in the Center City Area

Economic Development



1. Secure funding to support Streetscape improvements prioritized from Redevelopment Plan (Saginaw Rd from Dartmouth to Patrick)
2. Leverage resources with other community business groups (MBA, SBDC) to attract new businesses into Center City
3. Seek funding solutions (e.g. maintenance fund) to maintain infrastructure and beautification improvements long term

1. % completion of streetscape
2. # new businesses
3. Increase in cohesiveness
4. Increase in funding

VISION

Diversity and Opportunity at the Heart of the City

Marketing & Engagement



4. Seek creative resources to develop and manage marketing efforts (social marketing, etc.)
5. Regularly communicate status of improvements to all stakeholders
6. Continue to engage with other stakeholders to encourage event planning in Center City that supports Center City efforts (include Signature Event as launch)

1. Increased engagement
2. Increase in awareness
3. Attendance at Center City events
4. Increased business/sales

Physical Improvements



7. Implement Streetscape improvements on Saginaw Rd from Dartmouth to Patrick
8. Continue implementation of the façade program
9. Complete planning for final phase of Redevelopment Plan
10. Continue beautification efforts (e.g. expansion of planters, murals, etc.)

1. % completion of streetscape
2. # new businesses
3. Increase in cohesiveness
4. Positive public perception



Plan of Work

Vision Priority 1: Economic Development

Goals/Objectives	Tasks/Activities	Timeline	Champion/Committee	Target/Measure	Resources
1 Secure funding to support Streetscape improvements prioritized from Redevelopment Plan (Saginaw Rd from Dartmouth to Patrick)	Charter a funding committee and set up monthly meetings	1Q20	Gov. & Sustainability	100% completion	Team members
	Develop an overall funding plan in alignment with the redevelopment plan	2Q20	Gov. & Sustainability	100% completion	
	Prioritize actions to solicit and secure funding (e.g. grants, et. al.)	4Q20	Gov. & Sustainability	100% completion	Funding
2 Leverage resources with other community business groups (MBA, SBDC) to attract new businesses into Center City	Develop a business attraction model and tools to align center city attraction needs -review and research current tools available	1Q20	Gov. & Sustainability	100% completion	
	Meet with stakeholders to define plan, outcomes, expectations and responsibilities	2Q20	Gov. & Sustainability	100% completion	
3 Seek funding solutions (e.g. maintenance fund) to maintain infrastructure and beautification improvements long term	Determine the long-term maintenance needs	4Q20	Gov. & Sustainability	100% completion	
	Develop a plan for funding maintenance and improvement of infrastructure	4Q20	Gov. & Sustainability	100% completion	Funding

Vision Priority 2: Marketing & Engagement

Goals/Objectives	Tasks/Activities	Timeline	Champion/ Committee	Measure and Target	Resources
4	Seek creative resources to develop and manage marketing efforts (social media marketing, etc.)	Recruit more outside talent and expertise onto the Marketing Committee	Marketing	100% completion	Team members
		Develop an overall marketing plan and annual calendar of communications	Marketing	100% completion	Expertise
5	Regularly communicate status of improvements to all stakeholders	Integrate updates on facade improvements and redevelopment into overall calendar of communications	Marketing	100% completion	
		Update communication list and contacts	Marketing	100% completion	
6	Continue to engage with other stakeholders to encourage event planning in Center City that supports Center City efforts (include Signature Event as launch)	Identify potential partners for events (for-profit and non-profit)	Marketing	100% completion	Partners
		Identify different sites for events	Marketing	100% completion	
		Develop a framework for hosting and handling events	Marketing	100% completion	
		Host a minimum of 1 event during 3Q20	Marketing	100% completion	
		Explore opportunities for a Signature Event	Marketing	100% completion	

Vision Priority 3: Physical Improvements

Goals/Objectives	Tasks/Activities	Timeline	Champion/ Committee	Measure & Target	Resources
7 Implement Streetscape improvements on Saginaw Rd from Dartmouth to Patrick	Develop a plan to educate property owners on overall improvement plans	1Q20	Physical Improvement	100% completion	
	Contact property owner to discuss access management needs; leverage existing relationships	2Q20	Physical Improvement	100% completion	
	After funding is secured, develop a plan for implementation	TBD	Physical Improvement	100% completion	Funding
	Develop process to coordinate and communicate updates	TBD	Physical Improvement	100% completion	
8 Continue implementation of the façade program	Develop a plan to promote façade program	1Q20	Physical Improvement	100% completion	
	Review/improve loan program to incentivize more owners to make improvements	1Q20	Physical Improvement	100% completion	Funding
	Obtain feedback from owners on what is needed for facades	1Q20	Physical Improvement	100% completion	
9 Complete planning for final phase of Redevelopment Plan	Develop as need arises	ongoing	Physical Improvement	100% completion	
	Identify properties for murals (prefab)	2Q20	Physical Improvement	100% completion	Property
10 Continue beautification efforts (e.g. expansion of planters, murals, etc.)	Continue to promote painted murals through center city	2Q20	Physical Improvement	100% completion	
	As funding is secured, identify other beautification efforts (e.g. planters, etc.)	Ongoing	Physical Improvement	100% completion	Funding



**Center City Authority
Governance & Sustainability Committee Meeting
Wednesday, November 13, 2019 10 a.m.
Conference Room B, City Hall
Minutes**

Attending: Brad Kaye, Joe Kozuch, Scott Marquiss,
Absent: Cliff Miles, Sharon Mortensen
Staff: Selina Tisdale

Minutes from the October 2019 Governance & Sustainability meeting were reviewed
Kozuch motioned for approval, seconded by Marquiss. Minutes were approved.

Lee Rouse led the committee in a review of the outcomes from the October Strategic Planning Session.
A draft document reviewing long term planning was developed for board consideration.

The November 20 CCA Board agenda was reviewed and established.

Meeting adjourned 11:10 a.m.



CENTER CITY AUTHORITY
Physical Improvements Committee Meeting
Tuesday, November 12, 2019 3:30 pm
Isabella Bank Conference Room

Present: Dave Ginis, Jeff Hert, Barbara Junga, Joe Kozuch, Alex Rapanos, Julie Ratcliffe, Mike Williams. Absent: Paul Reder, Gary Shaffner
Staff: Selina Tisdale, Stephanie Richardson

The October minutes were presented for approval. Kozuch moved for approval, seconded by Rapanos. Minutes were approved.

Ginis updated on the status of the redevelopment plan and Center City long term planning discussions.

City Horticulturist Stephanie Richardson spoke with the committee regarding horticulture activities in the district. Material costs to maintain planter beds in the district were \$700-800 and funding for this in the future will need to be considered (does not include labor, watering, maintenance). Pots need to be budgeted for beginning in 2020. Richardson will develop cost estimates for 2020 planting. Discussed option for center median to minimize its collection of garbage and weeds. Consensus was to maintain as is and take under consideration when the Circle streetscape portion of the redevelopment plan is considered. Richardson is working with Waster Water on the Circle pump station landscaping. Waste Water pays for this portion of the landscaping.

Discussed the need / time availability for district-wide meeting regarding the Redevelopment Plan recommendations for the Center City Overlay District. Tisdale will develop a high level overview of the proposed changes, email-mail-social media distribute this to the corridor and ask for feedback on individual interest in meeting to further discuss the concepts. Tisdale will confirm if P.4 7F – 8 foot sidewalks refers to throughout the district including Washington and whether or not this is planned for both sides of the roadway or just one side.

Responses on outreach to property owners for mural installations: Sleepy Hollow, not interested; Hungry Howies, non-responsive; Damon Plaza would like to see the mural selections, hesitant to have hardware attached to the building; Custom Tile, no response; Billie's Tobacco, owner out of town; Mane Hair, Upbeat Music and Village Green could still be considerations.

Tisdale presented UpBeat Music's request that an additional \$525 in cost overages be added to their previously-approved in the improvement of pre-approved Façade Improvement Program application. After the crew started working on the project it was noted the windows were in desperate need of repair due to wood-rot. This increased the cost estimate and the total amount of their project ended up being \$6,000 versus the original estimate of \$4,950. They requested that the \$1,050 difference be considered in addition to their original submission. The committee agreed that this was simply an increased cost to the original scope and intent of the improvements reflected on the application. Kozuch moved seconded by Rapanos that an additional \$525 be added to the original approval of the UpBeat Music / Cora Lambert application bringing the total façade funding for 109 E. Ashman to \$3,000 in funding. Motion was unanimously approved.

Meeting adjourned at 4:45 p.m.

Next meeting: Tuesday, December 12, 2019

CCA Façade Application Receipt

Application Received From: Cora Lambert, 109 E. Ashman Street

Date Received: August 23, 2019

General Project Description: Prepare and paint entire exterior of building, repair and paint three windows.

ADDENDUM: After the crew started working on the project it was noted the windows were in desperate need of repair due to wood-rot. This increased the cost estimate and the total amount of their project which ended up costing a total of \$6,000 versus the original estimate of \$4,950. The \$1,050 difference was requested to be considered in addition to their original submission.

	ORIGINAL	ADDENDUM
Total amount of project application:	<u>\$4,950.00</u>	<u>\$6,000.00</u>
Total amount requested:	<u>\$2,475.00</u>	<u>\$3,000.00</u>
Amount recommended for approval:	<u>\$2,475.00</u>	<u>\$3,000.00</u>

Matching Amounts Requested:

~~\$ 2,475.00~~ Façade Grant \$3,000.00

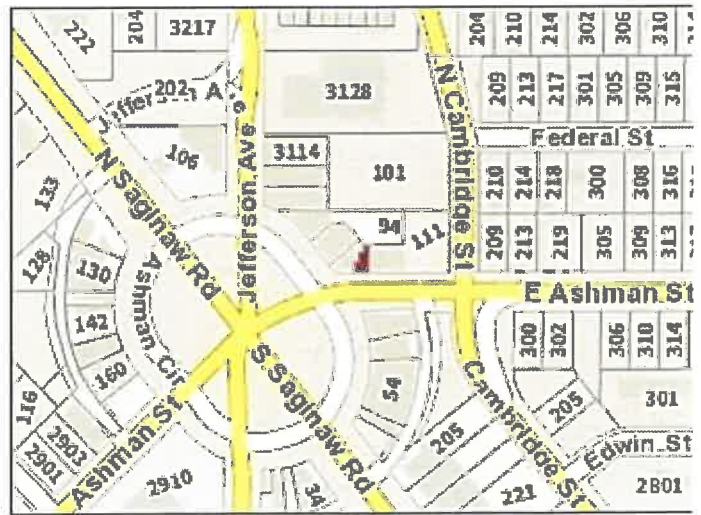
Proposed Start Date: Aug 26, 2019

Proposed Completion Date: Aug 30, 2019

- Property is in the CCA District YES
- Applicant is property owner NO
- Applicant is a business owner authorized to apply on behalf of property YES
- Applicant submitted eligible design renderings YES
- Applicant submitted detailed information on materials, colors, etc. YES
- Applicant submitted written estimates YES
- Applicant verified building/zoning codes are accurate NO

Scheduled for PI Review on: September 10, 2019 November 12, 2019

STAFF RECOMMENDATION:
Approval



Text not highlighted in red

WHEREAS the Physical Improvements Committee of the Center City Authority (CCA) reviewed a request from UpBeat Music Academy/Cora Lambert, 109 E. Ashman Street, to increase the Façade Improvement Program funding approved on September 18, 2019 from \$2,475.00 to \$3,000.00 to recognize unanticipated additional costs related to the project scope of previously-approved application; now therefore

RESOLVED, that the Physical Improvements Committee recommends the Center City Authority approve an additional \$525 in facade improvement funding for UpBeat Music Academy at 109 E. Ashman Street and that disbursement shall occur in accordance with CCA Façade Improvement Program guidelines.

Presented to the Center City Authority Board on November 20, 2019

Motion made by:

Motion supported by:

Yeas

Nays:

Absent:

Abstain:

Vote: