



DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors Meeting

Wednesday, January 11, 2023 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 September 14, 2022 DDA meeting – Kell
3. Midland City Modern Update – Director of Planning and Community Development Jacob Kain
4. Project Updates – Harris
 - a. Reimagine the Riverfront
 - b. Strategic Planning
 - c. Ashman-Rodd Two-Way Conversion
5. Committee Reports
 - a. Executive Committee – Kell
 - b. Economic Sustainability – Moultrup
did not meet in December
 - c. Marketing and Events – Smith
 - d. Midland Downtown Business Association - Kepler
6. Public comments regarding items that are not on this agenda
7. New Business
8. Adjourn

NEXT DDA BOARD MEETING

Wednesday, March 8, 2023



DOWNTOWN DEVELOPMENT AUTHORITY

**Board of Directors Minutes of the Board of Directors Meeting
September 14, 2022, 3:00 p.m. Midland City Hall**

Call to Order: 3:00 p.m.

Attending: Bobbie Arnold; Bo Brines; Britney Hyde; Brad Kaye; Jim Malek; Marty McGuire; Chris Moultrup; Kevin Scorsone; Tony Stamas **Absent:** Paul Barbeau; Cathy Bott; David Kell; Jon Lauderbach

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

Minutes were presented for the DDA Board meeting held May 11, 2022. McGuire moved approval, seconded by Scorsone. Minutes were unanimously approved.

Community Affairs Director Selina Tisdale presented the 2023 DDA Board meeting schedule. Brines motioned to approve the meeting schedule. Arnold seconded the motion. The DDA Board meeting schedule was unanimously approved.

Tisdale gave project updates on the following: Reimagine the Riverfront, 2022 Pedestrian Plaza and Social Districts, Strategic Planning, Buttles Corridor Improvement, and Ashman-Rodd Two-Way plans. The DDA has requested a proposal for a long-term strategic planning consultation. Due to the strategic planning consultation plans, the October 12 DDA Strategic Planning session has been cancelled.

Scorsone gave an executive committee meeting report. The DDA is focusing on building public restroom facilities in the downtown district, improving the holiday lighting, and implementing a security camera system.

Moultrup gave an economic sustainability committee meeting report. Brinstar Beercade submitted an incubator program application for approval. McGuire moved seconded by Stamas the following action:

The application was unanimously approved.

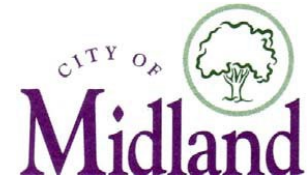
Downtown Events Coordinator Renee Smith reported on all of the summer events in the downtown district. Smith also gave an update on all of the upcoming events – Taste of Downtown, Boo Bash, and many holiday events.

MDBA Board president Julia Kepler reported that the Midland Downtown Business Association is still working on implementing outdoor digital sign boards in the downtown district to promote events, programming, and the whole district. Kepler reported that there are new apartments coming to Downtown Midland. Kepler also reported that the MDBA Board has voted to retire the event, Tapped Craft Beer Festival.

No public comments were made.

Meeting adjourned at 3:51 p.m.

Memo



To: Downtown Development Authority
From: Jacob Kain, AICP
Director of Planning & Community Development
CC: Selina Crosby Harris
Community Affairs Director
Date: January 11, 2023
Re: City Modern Master Plan

The City of Midland is preparing a new master plan known as Midland City Modern. In accordance with state law, the Planning Commission is empowered to create and adopt a plan that establishes a future vision for the community and specific goals, objectives, and strategies to realize that vision. It is anticipated that the Midland City Modern master plan will be adopted in September 2023.

In order to ensure that the final plan is comprehensive and inclusive of a variety of perspectives, Planning staff are seeking input from a variety of stakeholders throughout the community as part of the plan development process. That includes the City's many boards and commissions.

I look forward to the opportunity to speak with the Downtown Development Authority and discuss your vision for the future of that district, as well as the community as a whole. Please give consideration to the following questions that we will discuss at your November meeting.

1. What is the role of Downtown in today's City?
2. How do you see that role changing between now and 2050?
3. What goals do you have for the future of Downtown?
4. How have things changed since the strategic plan was adopted in 2020? Are there any updates or issues that we can address through the current planning process?

If you would like to learn more about this project, please visit www.MidlandCityModern.com.

Respectfully Submitted,

A handwritten signature in black ink that reads "Jacob Kain".

Jacob Kain, AICP
Director of Planning & Community Development



DDA Executive Committee Meeting
Wednesday, January 5, 2023 ~ 2:00 p.m.
Midland City Hall ~ Conference Room B

Attending: David Kell (Chair), Chris Moultrup, Julia Kepler, MDBA President,

Staff: Selina Harris

Absent: Marty McGuire, Kevin Scorsone, Stephanie Richardson

The November 2, 2022 Executive Committee minutes were reviewed and approved.

Harris provided an update on the Riverfront Redevelopment Plan, downtown restrooms and the Ashman / Rodd two-way conversion considered by City Council in December.

Held a discussion on sponsorships for the 2023 Fiscal Year budget. Recommending \$5,000 sponsorships for Catalyst Midland, Art Seen, Main Street Glow and Midnight on Main. Budget meetings will begin later this month.

Reviewed a draft agenda for the January 11, 2023 DDA Board meeting.

Meeting adjourned at 3:50 pm



**Midland Downtown Business Association
Board Meeting Agenda
Thursday, November 10, 2022
Pizza Sam's Conference Room**

In Attendance: Daniel Buzzell, Julia Kepler, John Levy, Emily Lyons, Sue Moody, Chris Mundhenk, Dustin Neumeyer, Meleah Retzloff, Kevin Scorsone, Chris Whitted, Gus Wojda **Absent:** Andrew Thompson

Chair Kepler called the meeting to order at 8:30 am

The October 13, 2022 MDBA Board minutes were presented for approval. Retzloff moved for approval, seconded by Mundhenk. Minutes were approved.

Scorsone presented the September MDBA Treasurers' report. Moody moved for approval, seconded by Buzzell. Treasurers' report was approved. Harris will follow up on inquiries as to the transfer of Tapped revenues now that the event will not be returning.

Holiday lights have been installed by Ace Hardware. Ace will flag light poles with electrical problems.

Harris updated the board on map printing. Add "As of" date with a QR code to "for most recent updates.

Harris provided an update on the Riverfront Redevelopment process.

Approved the agenda for November 16 All Businesses meeting.

Discussed upcoming events including: Holiday Open House, Cocoa Crawl, Small Business Saturday and the January 21 Lunar NY event being planned at Dow Diamond.

Reviewed the Boo Bash event with the following suggestions being made: consider ending the adult portion earlier; could off-Main Street businesses have space on Main to fill gaps for candy handout; and could we put flags or streamers out to identify business handing out candy

Scorsone shared there is 1,500 office space on the lower level of their facility down, smaller space upstairs. Harris will send link for putting on website.

Meeting adjourned at 9:25 am

On November 16 the following e-vote was extended to the board for adding tree lighting to Main Street:

Quote received from Shine for \$8,079 that would bring a one-year enhancement to the Downtown Midland streetscape for the holiday season. The proposal includes spiral wrapping the base and branches of 25 Main Street trees between Gordon and Townsend Streets.

The Funding for this and all of our holiday expenses would come from:

1. **\$5,000** sponsorship from Dow Credit Union – rerouted from Holly Jolly Days (plan for the Christmas Tree farm didn't materialize);

2. *MDBA budget reassignment of **\$3,079**:*

- *events budget to-date is tracking ~\$3,500 less than budgeted for events held to-date – so this could be used*
- *MDBA fund balance is significant and could be used as well*

If approved, the lights will be up by December 1. The lights will stay up through the end of February.

The lights will be owned by the MDBA with a three-year warranty.

Vote to approve: Thompson, Whitted, Mundhenk, Buzzell, Neumeyer, Levy, Kepler, Retzloff, Moody, Wojda

No Response to Vote: Scorsone

Recommendation passed.