



MIDLAND CENTER CITY AUTHORITY

AGENDA

Wednesday, January 18, 2023, 3:00 p.m.

Midland City Hall – City Council Chambers

1. Roll Call – Linda Barth, Jennifer Chappel, David Ginis, Joe Kozuch, Sharon Mortensen, Alex Rapanos, Chris Schloemann, Carol Stone
2. Approval of Minutes November 16, 2022– **Kozuch**
3. CCA Board Vacancy Update - **Harris**
4. 2023 Strategic Plan / 2022 Plan of Work Review - **Harris**
5. Public Comments (unrelated to items on the agenda)
6. Committee Reports
 - a. Governance and Sustainability Committee report – **Mortensen**
 - b. Physical Improvements Committee report – **Ginis**
7. Adjourn



MIDLAND CENTER CITY AUTHORITY
Minutes of the board meeting of Wednesday, November 16, 2022, 3:00 p.m.
CCA Board Meeting Minutes
Midland City Hall ~ City Council Chambers

Call to Order 3:00 p.m.

Attending: Linda Barth, Jennifer Chappel, David Ginis, Joe Kozuch, Alex Rapanos and Carol Stone

Absent: Sharon Mortensen, Jeff Gandy and Chris Schloemann

Ginis motioned to approve the minutes from September 21, 2022. Rapanos seconded the motion. Minutes were unanimously approved.

Chappel motioned to approve the CCA Board resignation of Jeff Gandy. Barth seconded the motion. Gandy's resignation was unanimously approved.

Director of Community Affairs Selina Harris gave an update on the S. Saginaw Road streetscape construction project. At the time of the meeting, 70% of the concrete work was complete, while 30% of the landscaping was done. Traffic control is set to be removed in December until the spring when the work picks back up.

Planning & Community Development Director Jacob Kain presented the Center City Overlay District Zoning Language. Rapanos motioned to take the proposed zoning to Midland City Council as recommended by the CCA Board. Ginis seconded the motion. The new proposed zoning for Center City was unanimously approved.

Kain gave a master plan update on Midland City Modern.

There were no comments made by the public.


Mortensen presented the Governance and Sustainability Committee report.

Kozuch gave a Governance and Sustainability committee report. The committee will be looking for a replacement of Gandy, as well as looking to fill roles on the Physical Improvements committee.

Ginis gave a Physical Improvements committee report. The committee did not meet in November, however, Center City is missing a district sign that was destroyed in a traffic accident.

Meeting adjourned at 4:12 p.m.

Adopted Plan of Work 2022 Vision Priority: Economic Development


 Goals/Objectives		Tasks/Activities	STATUS 2020-22	2022 Plan of Work	2023 Plan of Work
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	✓ Approached 7 funders ✓ Successfully secured potential \$4.7 million in funding from X funders four ✓ Grants management	✓ Pursuit of challenge grant ✓ Pursuit of additional funders ✓ Pursuit of Patroncity Crowd funding ✓ Funders follow ups	
		✓ Develop an overall funding plan in alignment with the redevelopment plan			
		✓ Prioritize actions to solicit and secure funding (e.g. grants, et. al.)			
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	-	Work with MBA to develop materials to help attract businesses to Center City <ul style="list-style-type: none"> incentives to come to CC value of the direct investment 	
		Meet with stakeholders to define plan, outcomes, expectations and responsibilities	---	✓ Meet with stakeholders to define plan, outcomes, expectations and responsibilities	
3	Seek funding solutions (e.g. maintenance fund) to maintain infrastructure and beautification improvements long term	Determine the long-term maintenance needs	---		
		Develop a plan for funding maintenance and improvement of infrastructure		Continue to develop a plan for funding maintenance and improvement of infrastructure (SARA, special millage, bonding)	

Adopted Plan of Work 2022 - Vision Priority: Marketing



Goals/Objectives		Tasks/Activities	Status 2020 - 2022	2022 Plan of Work	2023 Plan of Work
4	Seek creative resources to develop and manage marketing efforts (social media marketing, etc.)	Recruit more outside talent and expertise onto the Marketing Committee		Recruit more outside talent and expertise onto the Marketing Committee	
		Develop an overall marketing plan and annual calendar of communications		Develop an overall marketing plan and annual calendar of communications	
5	Regularly communicate status of improvements to all stakeholders	Integrate updates on façade improvements and redevelopment into overall calendar of communications	✓ Northwood DeVos MBA	Integrate updates on façade improvements and redevelopment into overall calendar of communications	
		✓ Update communication list and contacts			
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)	---	Focus on Corridor Engagement Re-engage interest in Circle Wine Garden Streetscape Completion event	
		Identify different sites for events			
		Develop a framework for hosting and handling events			
		Host a minimum of 1 event during			
		Explore opportunities for a Signature Event			

Plan of Work 2022 - Vision Priority: Physical Improvements

 Goals/Objectives		Tasks/Activities	2020-2021 Status	2022 Plan of Work	2023 Plan of Work
7	Implement Streetscape improvements on Saginaw Rd from Dartmouth to Patrick	<ul style="list-style-type: none"> ✓ Develop a plan to educate property owners on overall improvement plans ✓ Contact property owner to discuss access management needs; leverage existing relationships ✓ After funding is secured, develop a plan for implementation ✓ Develop process to coordinate and communicate updates 	<ul style="list-style-type: none"> ✓ CCOD District Meeting April Mailing – March - Social Media Follow-up - Planning Commission ✓ Access Management direction established (one closure secured) 	<ul style="list-style-type: none"> ✓ Develop a plan to inform property owners on overall improvement plans ✓ Develop process to coordinate and communicate updates 	
8	Continue implementation of the façade program	<ul style="list-style-type: none"> Develop a plan to promote façade program Review/improve loan program to incentivize more owners to make improvements Obtain feedback from owners on what is needed for facades 	---	<ul style="list-style-type: none"> ✓ Hard review and improvement of Façade Program to improve and incentivize more owners to make improvements Quarterly email reminder Promotion 	
9	Complete planning for final phase of Redevelopment Plan	Develop as need arises	---	Move to 2023	
10	Continue beautification efforts (e.g. expansion of planters, murals, etc.)	As funding is secured, identify other beautification efforts (e.g. planters, etc.)	---		



**Center City Authority
Governance & Sustainability Committee Meeting
Tuesday, January 10, 2023 ~ 2 p.m.
Midland City Hall ~ Conference Room B**

In attendance: Joe Kozuch, Scott Marquiss, Sharon Mortensen
Absent: Carol Stone

The minutes from the November 8, 2022 Governance and Sustainability Committee meeting were presented for approval. Kozuch moved approval, Marquiss seconded. Minutes were approved

Harris shared that CCA Board vacancy left by Jeff Gandy is being advertised and closes on Friday, January 27.

Discussed filling the vacancy on the Governance committee left by Rachelle Ferman. AJ Middah might be interested. Kozuch to follow up.

Harris provided an update on the S. Saginaw Road Construction project. Sidewalk construction has ended for the season. Electrical work continues with light poles expected in this week with potential installation beginning next week. Lighting should be switched over in February.

Reviewed outstanding funding commitments. Harris will follow up with funders.

Center City Overlay Zoning Text Amendment 164 has been moved to the City Council meeting of January 23 at 6 pm.

Ashman/Rodd Two-Way conversion conversation with the community is expected in first quarter 2023. After which, Phase II of redevelopment plan will be able to move forward to discussion.

Reviewed and set the agenda for the January 18, 2023 CCA Board meeting.

Meeting adjourned 2:35 pm



**Center City Authority
Physical Improvements Committee Meeting
Tuesday, January 10, 2023, 3:30 pm
MINUTES**

In Attendance: Mike Williams, Alex Rapanos, Jeff Hert, Joe Kozuch, David Ginis
Absent: Matt Granzo, Julie Ratcliffe

The October 11, 2022 Physical Improvements Committee meeting minutes were presented for approval. Kozuch moved approval, seconded by Rapanos. Minutes were approved.

Discussed potential candidates for Physical Improvements Committee vacancy left by Gandy.

Harris provided an update on the S. Saginaw Road Streetscape project, Center City Overlay District Zoning Text Amendment (pushed to City Council meeting of January 23 at 6 pm) and the Ashman / Rodd two way conversion conversation with the community. Suggestion was made for MCTV to do a drive through of the district with current lighting and then take the same drive with new lighting.

Finalized new banner designs. Kozuch will follow up with QRP. Harris will find production information from last time banners were printed. Designs will include Winter (mid-November through March) Spring (March through May) Summer (Memorial Day through 9/11) Fall (September – December).

Harris has the police report from the wayfinding sign that was destroyed and will pursue insurance claim.

Harris will follow up on a report of a missing red pot.

Meeting adjourned 4:25 p.m.

NEXT PHYSICAL IMPROVEMENTS MEETING: Tuesday, February 7, 2022, 3:30 p.m.