



## **DOWNTOWN DEVELOPMENT AUTHORITY**

### **Board of Directors Meeting**

**Wednesday, February 5, 2020 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 meetings of September 11 and October 9, 2019 DDA meetings – Kell
3. Quarterly Financial Report for the month ending December 31, 2019 - Tisdale
4. MDN Site Redevelopment Project
  - a. Project Overview – AKT Peerless representing Sahasa Realty Corp
  - b. Financial Considerations – David Keenan, Assistant City Manager
  - c. DDA Development Agreement Action Item
5. Downtown Parking Study – David Burr, Rich & Associates
6. Downtown Branding – Dustin Neumeyer, Aberro Creative
7. Committee Reports
  - a. Communications Committee – Kell
  - b. Economic Sustainability Committee – Brines
  - c. Executive Committee – Kell
  - d. Midland Downtown Business Association Report – Buzzell
8. Public comments regarding items that are not on this agenda
9. New Business
10. Adjourn

**NEXT DDA BOARD MEETING – Wednesday, March 11, 2020**



## DOWNTOWN DEVELOPMENT AUTHORITY

### Board of Directors

Wednesday, September 11, 2019, 3:00 p.m.

Council Chambers, City Hall – Midland, MI

Call to Order: 3:00 p.m.

**Attending:** Bobbie Arnold, Bo Brines, Bryan Jao, Brad Kaye, Dave Kell, Jim Malek, Marty McGuire

**Absent:** Paul Barbeau, Cathy Bott, Jon Lauderbach, Bo Miller, Bob Rathbun, James Wright

Chairmen Kell called for a moment of silence in remembrance of September 11.

The Downtown Development Authority (DDA) Board meeting minutes of the May 8, 2019 were presented. McGuire moved approval, seconded by Jao. Minutes were unanimously approved.

City Horticulturist Stephanie Richardson spoke regarding the spring and summer planting seasons and plans for fall displays. An interest was expressed in adding interpretive panels describing the purpose of rain gardens, wildflowers and adding ornamental grasses contained in the rain gardens.

Tisdale provided an update on the parking study that has been taking place throughout the summer. Preliminary study results are anticipated in October. The full study results will be provided once the preliminary report has been reviewed.

Tisdale provided updates on projects being worked out downtown including specialty benches / gaming tables, entrance way features, Main Street Plaza, new downtown branding and website effort.

#### Committee Reports:

Kell reported for the Communications Committee: Eat Great, Sidewalks Sales, Main Street Glow and Riverdays were all popular events downtown this year; Festifall is coming up on September 28 in coordination with the Northwood Auto Show. Buy Nearby, Holiday Open House and Jingle Bell Run are being worked on.

Brines reported for the Economic Sustainability Committee. Brines reviewed the concepts of the downtown incubator program and then presented an incubator application submitted by JR's All Star Haircuts for Men.

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Jason Kingsbury, JR's All Star Haircuts for Men, 144 Ashman 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.

McGuire moved approval of the application, seconded by Arnold. The incubator application was unanimously approved.

Kell reported for the Executive Committee and lead a discussion on the 2019-20 board structure. Brines moved that Kell be elected chair and Rathbun vice chair for 2019-20, seconded by McGuire. Brines will remain chair of the economic sustainability committee; Kell will chair the communications committee with Malek and Jao being added to the communications committee; Rathbun is chairing the finance committee with McGuire and Arnold joining that committee; Kell will chair executive committee with McGuire joining that committee. Kell reminded the board that the long range strategic planning session is scheduled for October 9.



**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Board of Directors Meeting**  
**Strategic Planning Session**  
**Thursday, October 9, 2019, 3:00 p.m.**  
**Conference Room B, City Hall – Midland, MI**

Call to Order: 3:00 p.m.

**Attending:** Bobbie Arnold, Paul Barbeau, Cathy Bott, Bo Brines, Bryan Jao, Brad Kaye, Dave Kell, Jim Malek, James Wright Ex Officio: Daniel Buzzell **Absent:** Jon Lauderbach, Marty McGuire, Bo Miller, Bob Rathbun  
**Staff:** Stephanie Richardson, Selina Tisdale, Grant Murschel **Guest:** Andrew Koehlinger

Lee Rouse of OmniTech presented a review of the current 2015-2020 Long Range Strategic Plan and facilitated a conversation on goals for the 2020-2023 downtown Midland strategic plan.

Meeting adjourned: 4:45 p.m.

**DDA Operating Summary**  
 Quarter Ended December 31, 2019

	QTD		Actual as % of Budget
	Oct '19 - Dec '19	FY Ended 6/30/2020 YTD Budget	
Revenues	\$ 17,598	\$ 109,655	15%
Expenditures			
Personal Services	74,618	130,715	51%
Supplies	150	167	8%
Other Charges	115,777	183,013	47%
Total Expenditures	190,545	313,895	48%
Excess of Revenues Over (Under) Expenditures	(172,947)	(204,240)	
Other Financing Sources (Uses)	(11,250)	(22,500)	50%
Excess (Deficit)	\$ (184,197)	\$ (226,740)	

**Available Funding:**

DDA	\$ 147,516
Physical Improvements Project	41,096
Downtown Art Fund	12,816
	<u>\$ 201,428</u>



**Midland Daily News Site  
Brownfield Redevelopment**

**Midland MI**

January 31, 2020



## ABOUT SHAHEEN DEVELOPMENT

- Founded over 50 years ago by Dr. Samuel H. (Doc) Shaheen and Patricia Shaheen
- Shaheen Development is a family-owned, community-based real estate development company
- Shaheen Development, also known as SSP Associates, is now managed by:
  - Samuel Shaheen, M.D., President
  - Peter Shaheen, Vice President
- We own and manage more than two million square feet of residential, mixed-use, and commercial real estate in the Great Lakes Bay Region.
- Learn more at [ShaheenDevelopment.com](http://ShaheenDevelopment.com)



## GOALS & MISSION STATEMENTS

- Our goals in developing these large-scale, community-focused projects are to:
  - Reenergize our region's cities by bringing residents, families and businesses back downtown
  - Promote investment, economic growth and cultural vitality across the Great Lakes Bay Region
  - Create timeless and sustainable architecture in which we can all take pride



## SITE CHALLENGES

- Obsolete industrial building
- Historical industrial usage necessitating environmental remediation & engineering controls
- Poor soil conditions necessitating specialized foundations
- Location with the flood plain
- Close proximity to a number of existing structures
- Steep site topography



**EXISTING SITE**



**EXISTING SITE**

**SITE CHALLENGES**

Environmental Site Assessment/Investigation  
Environmental Remediation and/or  
Engineering Controls  
Demolition of Obsolete Facility  
Asbestos Abatement  
Geotechnical Engineering  
Import Engineered Fill  
Specialized Building Foundations  
Downtown Retaining Walls



Press room with ink vat

**EXISTING SITE**



ANN STREET

SITE PLAN

### DEVELOPMENT OVERVIEW

#### Goals:

Increase residential density in Downtown Midland.

Revitalize Downtown Blighted Structures.

Maximize Riverfront Usage.

Provide new mid-level rental opportunities in a market range not currently represented in this area.

Estimated rental rate range \$900 - \$1,900.



**DEVELOPMENT OVERVIEW**

14 Apartments Over Parking  
1 Bed / 1 Bath 800 SF  
2 Bed / 2 Bath 1,000SF

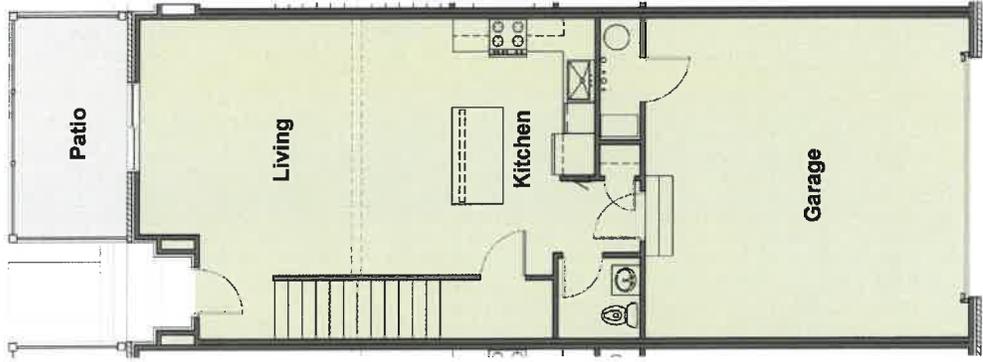
11 Mid-Century Modern  
Brownstones (Represented  
in Block Form)  
2 Bed / 2 Bath 1,750 SF

**ANN STREET**

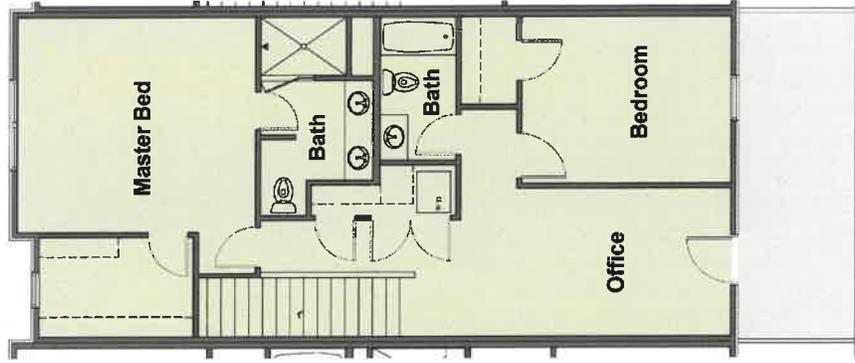
**SITE PLAN**

**McDONALD STREET**

**ASHMAN STREET**

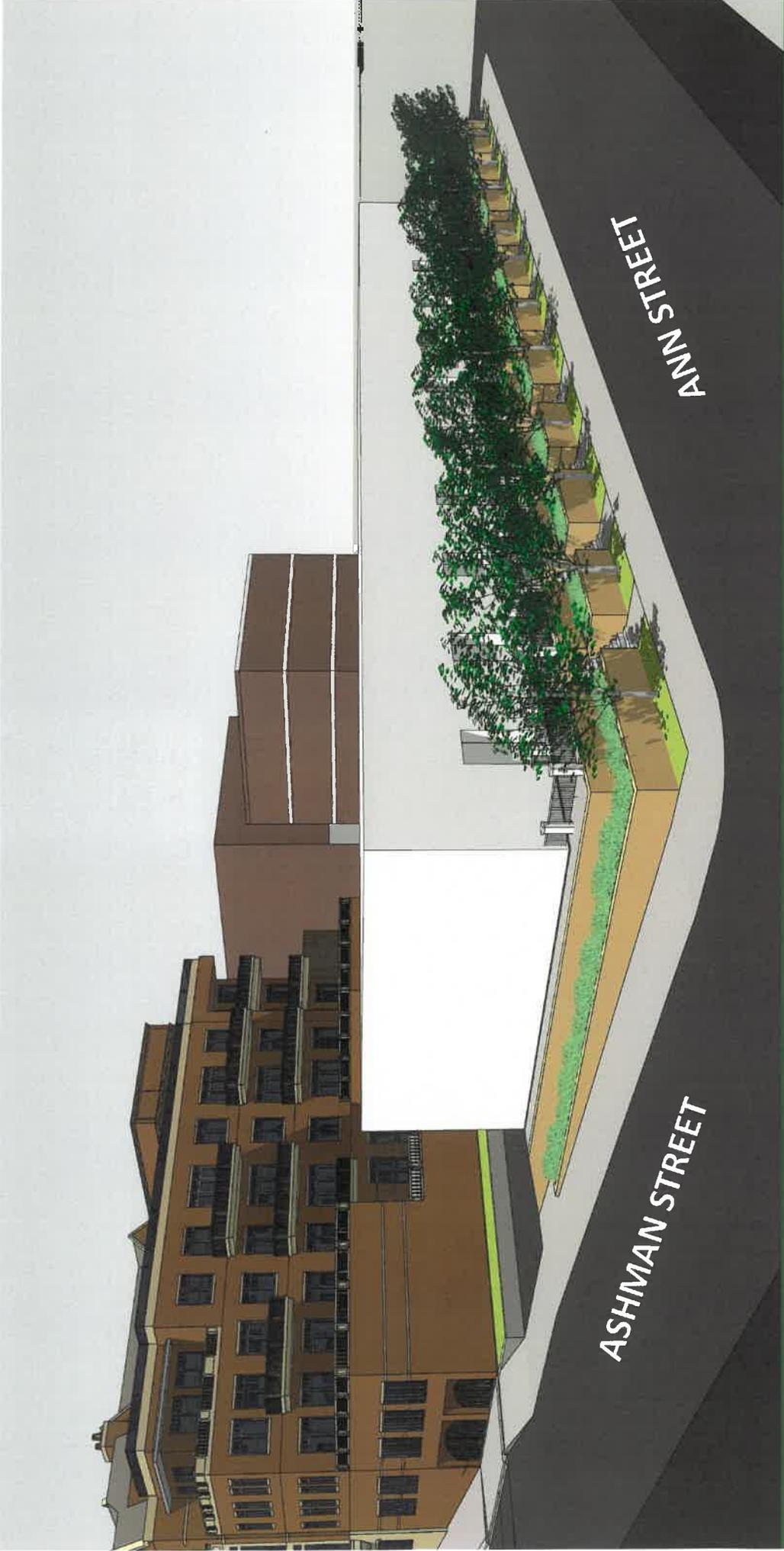


FIRST FLOOR PLAN



SECOND FLOOR PLAN

# BROWNSTONE PRELIMINARY FLOOR PLANS



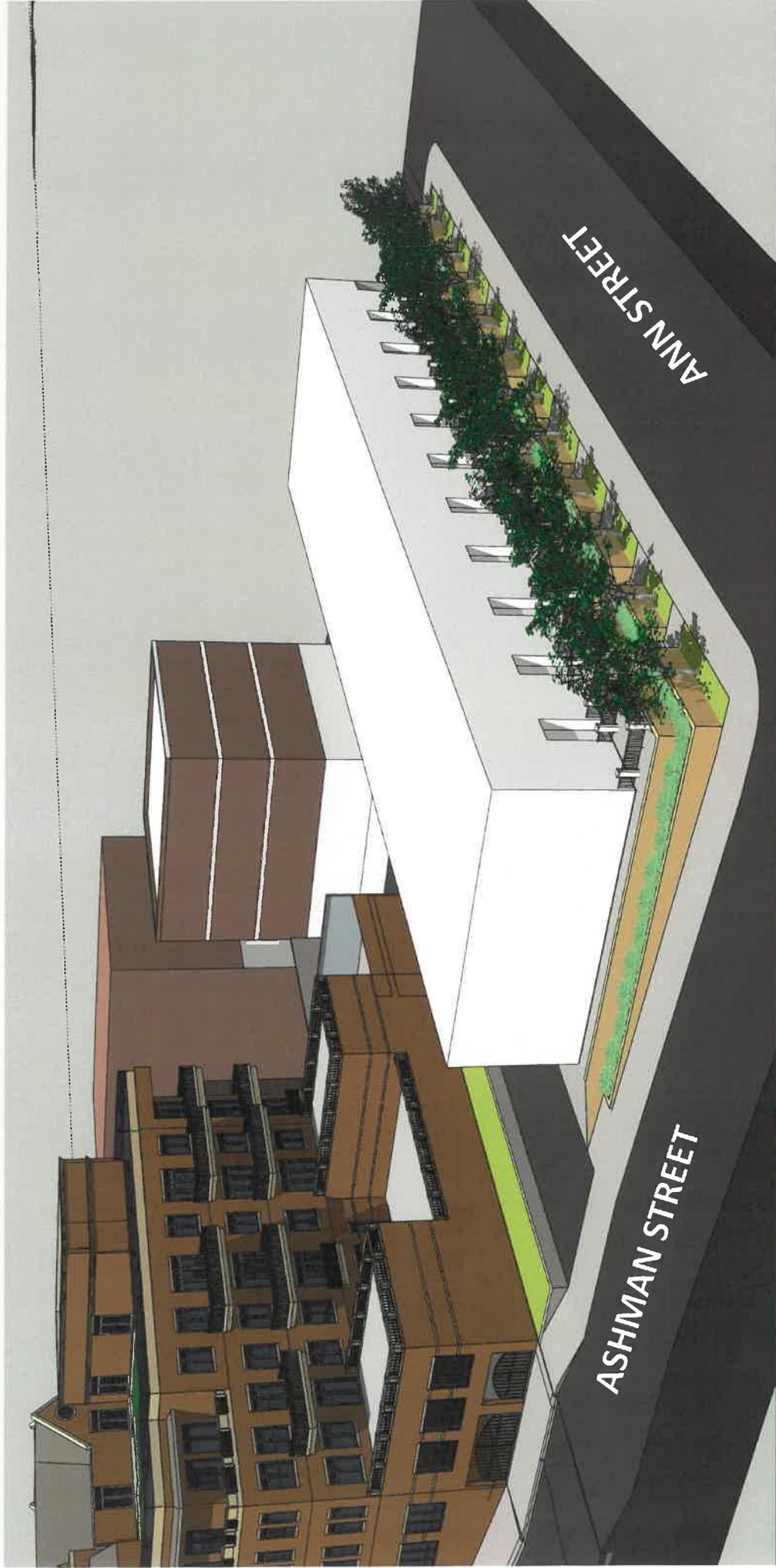
**CORNER OF ASHMAN & ANN STREETS**

On Site Parking provided

Substantial Retaining Walls with terraced landscape to soften pedestrian impact used to accommodate site grades and elevation out of the floor plain



## ASHMAN STREET SECTION



## CORNER OF ASHMAN & ANN STREETS



**CORNER OF ANN & McDONALD STREETS**

## DEVELOPMENT OVERVIEW

### Goals:

Utilize Mid-Century Modern design to pay homage to the architectural heritage of Midland



## MID CENTURY MODERN TOWNHOUSE INSPIRATION IMAGES

# BROWNFIELD PLAN

**PURPOSE: Provide Mechanism for Reimbursement of the Costs to Overcome Brownfield Conditions/Challenges with Redeveloping the Site**

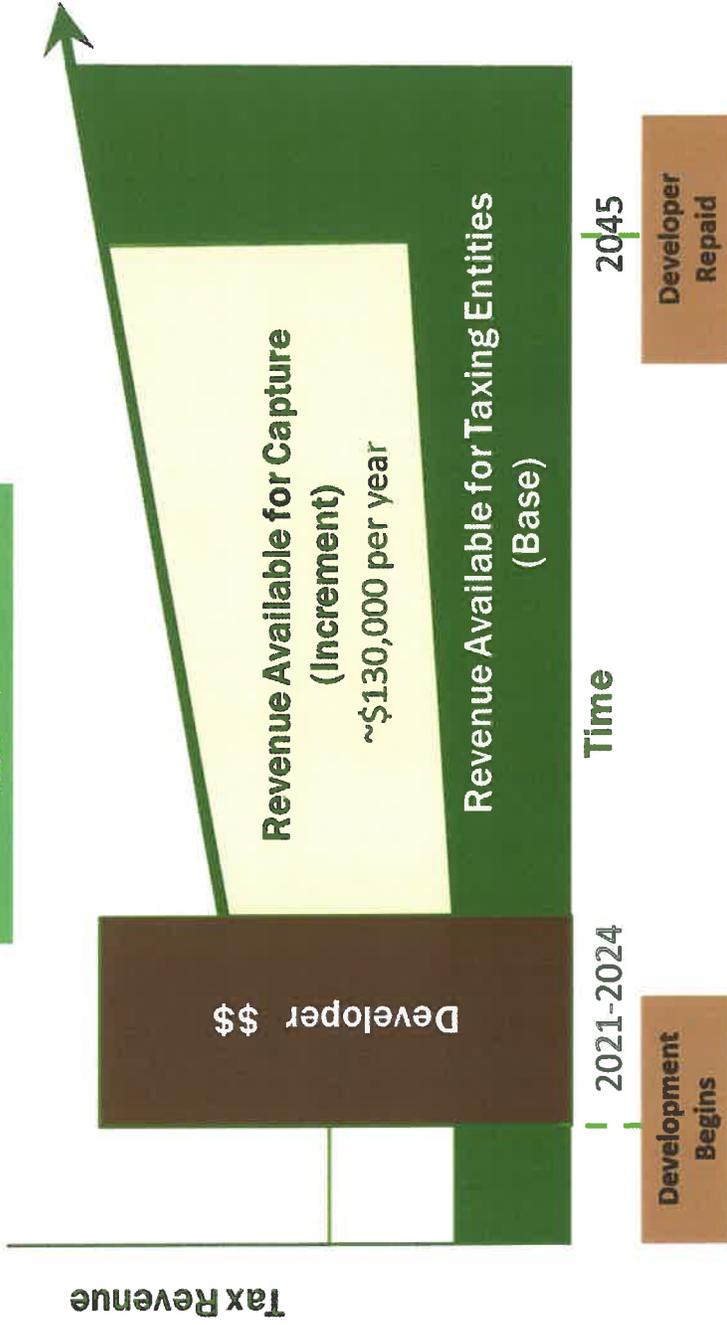
## **Brownfield Eligible Activities**

Environmental Site Assessment/Investigation  
Environmental Remediation and/or  
Engineering Controls  
Demolition of Obsolete Facility  
Asbestos Abatement  
Geotechnical Engineering  
Import Engineered Fill  
Specialized Building Foundations  
Downtown Retaining Walls

Activity	Estimated Cost
Environmental Activities	\$268,390
Demolition & Asbestos Abatement	\$350,000
Site Preparation/Geotechnical	\$968,000
Infrastructure Improvements	\$45,000
Brownfield Plan & Work Plan	\$26,000
Contingency (15%)	\$243,900
<b>Subtotal of Activities</b>	<b>\$1,901,290</b>
5% Interest	\$965,637
<b>Grand Total</b>	<b>\$2,866,927</b>

# BROWNFIELD PLAN

Grand Total Reimbursable  
\$2,866,927



WHEREAS, the Midland Downtown Development Authority (DDA) has been presented with a redevelopment plan by Sahasa Realty Corp for the properties located at 124, 128 McDonald Street and 100 Ashman Street; and

WHEREAS, the developer is pursuing approval of a Brownfield Plan that provides for tax increment financing as a means to reimburse the developer for eligible costs; and

WHEREAS, these taxes are part of the DDA's current tax capture and the DDA must agree to forgo additional future tax capture on improvements to these parcels for a period of up to, but not to exceed, 30 years; now therefore

RESOLVED that the DDA hereby approves, in concept, the brownfield development agreement as presented and authorizes DDA Chair David Kell to sign the agreement document in its final form in consultation with the city attorney and assistant city manager.

**Presented to the Downtown Development Authority Board on February 5, 2020:**

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Recused:

Vote:



**DDA Executive Committee Meeting**  
**Wednesday, November 5, 2019 at 10:30 p.m.**  
**Location: Conference Room B, Midland City Hall**

**Committee Members Present:** Marty McGuire, David Kell

**Committee Members Absent:** Bob Rathbun, Bo Brines

**Staff:** Selina Tisdale, Stephanie Richardson

**Others:** Lee Rouse, OmniTech

Reviewed the strategic plan direction discussed at the October 9 DDA Strategic Planning Session. The DDA vision was identified as needing to be updated. Committee focused on wording to propose the following: ***A progressive hub of diverse activities attracting and connecting businesses, the community, and visitors.***

Tisdale updated the committee regarding on-going projects in the downtown.

Reviewed board terms. The terms of board members McGuire and Arnold will need to consider their interests in reappointment in May; Bob Rathbun is retiring in November and we anticipate his resignation on an upcoming agenda.

Committee determined that there was no new business to come before the board in November and the November board meeting should be cancelled. A special meeting may need to be scheduled in December or January to accommodate the parking study presentation.

Meeting adjourned: 11:45 a.m.

**Wednesday, January 1, 2020 3:00 p.m.**  
***Next meeting will be rescheduled in January***



**MIDLAND DOWNTOWN BUSINESS ASSOCIATION**  
**Board Meeting Minutes**  
**Dec 12, 2019 ~ Pizza Sam's Conference Room**

Attending: Daniel Buzzell, Julia Kepler, Emily Lyons, Dustin Neumeyer, Michelle Pilaske, Kevin Scorsone, Craig Schripsema, Andrew Thompson Ann Ward, Chris Whitted, Gus Wojda  
Staff Attending: Selina Tisdale Absent: None 😊

The meeting was called to order at 8:15 a.m.

The meeting minutes from the November MDBA Board meeting were presented for approval. Pilaske motioned for approval, seconded by Lyons. Minutes were unanimously approved.

Tisdale presented the September 2019 Treasures report. Pilaske moved for approval, seconded by Schripsema. September Treasurer's report was approved.

Neumeyer updated on the branding/website project status. Concepts meeting expected after first of the year.

Held a follow up discussion on the Shopping Area Redevelopment Act (SARA) renewal. Assessing advised that uniformity must be followed when applying the SARA assessment and therefore there is not real way to hold the amount of increase for one portion of the district while adding another portion of the district. Further investigation was encouraged. General feeling is the assessment should stay the same for now, but next two years should be spent "setting the stage" for expansion of the SARA to the expanded district.

Tisdale updated the board on the following projects:

- Main Street Plaza – targeting a June "first-use" date. Staff is working to develop a use policy. Noted that cleanliness of food trucks before, during and after an event should be written into all downtown use policies;
- Holiday Lighting – great response to new holiday lighting;
- Main Street overhead lights – nothing new to report;
- Tisdale updated on the status of the Parking Study.

The Marketing Committee requested the Meet your Merchants budget be increased from \$2,000 to \$4,000 to accommodate Pie Day in 2020. Ward motioned for support of the budget allocation, Whitted seconded. Motion approved.

Tisdale relayed a conversation with Jeff Rekeweg of Gus Macker. The event will focus on more crowd control and prohibiting shade tents from the sidewalk/Main Street area in 2020; Tisdale will follow up with Midland Fire Department regarding enforcement rules of recreational grilling in an event space; Rekeweg said the courts are available for after-hours events if we wanted to coordinate fun competitions and use of the courts.

Meeting adjourned at 9:40 a.m.

# DDA Communications & MDBA Marketing Joint Committee

Minutes – December 11, 2019

Attending: Dave Kell, Dustin Neumeyer, Ann Ward, Cathy Bott, Julia Kepler, Jay Aarons, Bobbie Arnold, Daniel Buzzell

Staff Attending: Lacey Todd

## Recently Completed Events

1. Hot Cocoa Crawl ~ November 23, MDBA – nearly 400 completed BINGO cards submitted. Event survey reviewed, overall positive experience and successful event.
2. Jingle Bell Fun Run/Walk ~ December 5, DDA – nearly 500 participants, had to tow one vehicle. Partnering with GMCC worked well & the volunteers they brought were helpful in maintain order and a safe course.

## Planned Events

1. Meet Your Merchants (theme Pie Day) – March 14
  - a. Budget 2020 – request to increase to \$4,000 to go to board 12/12
  - b. Review Pie Participant Request Email Draft – no edits at this time.
2. Downtown Story Day (theme Pet Day) – April 18

## Future Events to consider

1. 2020 Calendar review & discuss events Fall/Winter – calendar updated, Lacey will work to finalize outside event dates and get a calendar to businesses ASAP
2. Lacey is working on the survey to invite businesses to participate in the 2020 events

## Marketing

1. 2020 Sponsor Ask w/ all sponsorship opportunities – Lacey & Dustin, will need to wait until after Tapped meeting in January – suggested that this be a check box option
2. Main Street Festival Lighting – lights up on pergola
3. Coupon Flyer Idea (on hold until 2020)
4. Fireplaces – both should be in working order at this time and on the Winter Schedule
  - a. Winter Schedule M-F 4:30 – 11:30 p.m. Sat-Su 12:00 – 11:30 p.m. (October 1 – March 31)

## Updates – analytics reviewed

- a. Google Analytics for [www.downtownmidland.com](http://www.downtownmidland.com)
- b. Downtown Happenings - Lacey
- c. MDBA Facebook Group <https://www.facebook.com/groups/MidlandDowntownBusinessAssociation>
- d. Facebook Ads/Marketing
- e. Twitter
- f. MDBA Mail Chimp Lists/Groups – There is now a Resident distribution list – Lacey will email the link to sign up for emails to the group so that they can share.

## Marketing needs for the coming 3 months

- g. Overall redevelopment of Downtown Marketing – meeting scheduled for January

Items not on the agenda – discussion of businesses coming to Downtown Midland – old Cherry Berry property construction, old OHM location updates.

5:00 p.m. Adjourn