



MIDLAND CENTER CITY AUTHORITY  
AGENDA

Wednesday, March 18, 2020, 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 December 2019– **Kozuch**  
*(board did not meet in January or February)*
3. Public Comments (unrelated to items on the agenda)
4. Center City Redevelopment Plan Update - **Tisdale**
5. Committee Reports
  - a. Governance and Sustainability Committee report – **Mortensen**
    - i. Support for USDA Rural Business Development Grant Application
  - b. Marketing Committee report – **Kozuch**
  - c. Physical Improvements Committee report – **Ginis**
    - i. Façade Improvement Application – Midland County Emergency Food Pantry
6. Adjournment



MIDLAND CENTER CITY AUTHORITY

Minutes of the regular board meeting of Wednesday, December 18, 2019 3:00 p.m.  
City Hall Council Chambers, Midland City Hall, Midland, Michigan

Call to Order 3:00 p.m.

**Attending:** Linda Barth, Jennifer Chappel, Brad Kaye, Joe Kozuch, Sharon Mortensen

**Absent:** David Ginis, Cliff Miles, Alex Rapanos, Chris Schloemann

Kozuch presented the minutes the regular meeting of November 20, 2019 CCA Board meeting. Barth moved to approve the minutes, seconded by Mortensen. Minutes were approved.

There were no comments made by the public.

Tisdale presented an outstanding item for the Center City Authority 2020-2022 long range plan. The governance and sustainability committee worked on the vision statement more and recommended the following vision statement: Center of Opportunity in the Heart of the City. Mortensen moved the new vision statement be adopted, seconded by Chappel. The new vision statement was unanimously approved.

Mortensen reported on activities of the Governance and Sustainability Committee. Vision statement was discussed and moving the meeting time.

Kozuch reported for the Marketing Committee. Kevin LaDuke of the Midland Area Community Foundation joined this committee and Suzanne Rielle, Rielle Be Online. The committee worked on their strategic plan of work for the year and a potential art piece for the Circle.

Kozuch reviewed activities of the Physical Improvements Committee. The committee worked on their plan of work for 2020; overlay district zoning marketing; mural project. The following two façade applications were presented for consideration:

WHEREAS the Physical Improvements Committee of the Center City Authority (CCA) reviewed and recommended for approval the façade application from Alan Hartman, 124 Ashman Circle, for chimney repairs and replacement of a damaged light pole; now therefore  
RESOLVED, that the Physical Improvements Committee recommends the Center City Authority approve a matching mini grant for maintenance in the amount of \$975.00 and a façade grant in the amount of \$925.00 facade improvements at 124 Ashman Circle and that disbursement shall occur in accordance with CCA Façade Improvement Program guidelines.

Kaye moved approval of the application, seconded by Barth. Application was unanimously approved.

WHEREAS the Physical Improvements Committee of the Center City Authority (CCA) reviewed and recommended for approval the façade application from Alan Hartman, 128 Ashman Circle, for building mounted lights, pole lights, building light and signage; now therefore  
RESOLVED, that the Physical Improvements Committee recommends the Center City Authority approve a matching façade grant in the amount of \$1,642.50 facade improvements and a façade loan in the amount of \$437.50 for signage at 128 Ashman Circle and that disbursement shall occur in accordance with CCA Façade Improvement Program guidelines.

Chappel moved approval of the application, seconded by Mortensen. Application was unanimously approved.

Meeting adjourned at 3:25 p.m.



**Center City Authority**  
**Governance & Sustainability Committee Meeting**  
**Tuesday, March 10, 2020 2 p.m.**  
**HR Conference Room, City Hall**  
**Minutes**

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

Minutes from the February 2020 Governance & Sustainability meeting were reviewed  
 Marquiss motioned for approval, seconded by Kozuch. Minutes were approved.

Tisdale reviewed funding committee progress and the USDA Business Redevelopment Grant.

Access management conversations need to begin soon so that we are in a position to begin the engineering phase.

Tisdale will ask MKSK if they can modify the cross section visual of the streetscape to look southerly down Saginaw Road and eliminate the Circle view.

Board terms ending this June are for members: Mortensen, Kozuch and Rapanos. Mortensen and Kozuch wish to be reappointed. Following the April 13 reappointments, board should plan to discuss roles and committees.

Cambridge Street between Washington and Dartmouth will be under construction for water main work most of the summer 2:30 p.m.

Meeting adjourned 2:30 p.m.

**NEXT MEETING:**  
**Tuesday, April 7, 2020 @ 2 p.m.**

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	

WHEREAS, the Center City Authority has adopted a Center City Redevelopment plan that includes a first-phase Saginaw Road Streetscape project from Dartmouth Street to Patrick Road; and

WHEREAS, preliminary cost estimates for completion of the phase-one streetscape project is \$4.6 million; and

WHEREAS, an appointed funding committee for the Redevelopment Plan has identified a grant opportunity through the United States Department of Agriculture's (USDA) Rural Business Development Grant that could provide up to \$250,000 in funding support for pre-engineering and engineering design level work for the Saginaw Road streetscape project; and

WHEREAS, this grant application certifies that \$50,000 in applicant funding would be available to partner with the USDA grant to help fund the pre-engineering design phase of this project; and

WHEREAS, these funds are currently available via the Center City grant earmarked for economic development purposes; now therefore

RESOLVED, that the Center City Authority hereby supports a grant application for a USDA Rural Development Grant and certifies that local funding is available for this portion of the Saginaw Road Streetscape project as part of the Center City Redevelopment Plan.

**Presented to the Center City Authority Board on March 18, 2020**

Motion made by:

Motion supported by:

Yeas:

Nays:

Abstain:

Absent:

Vote:



**CENTER CITY AUTHORITY  
MARKETING COMMITTEE MEETING  
Minutes  
Monday, March 9, 2020, 2:00 P.M.**

**Attending:** Linda Barth, Jennifer Bruzewski, Michelle Chesney, Joe Kozuch, Kevin LaDuke, Chris Schloemann **Absent:** David Bailey, Jennifer Chappel, Suzanne Reille  
**Staff Attending:** Selina Tisdale, Katie Guyer

The February 2020 minutes were presented for approval. Schloemann moved approval, seconded by Chesney. Minutes were approved.

Tisdale reviewed the USDA Rural Business Development Grant that for which Center City is applying. The application needs five letters of support from businesses in the district. Tisdale will develop some letter concepts and send them out. Businesses are invited to submit a support letter for the application.

Committee discussed the zoning changes awareness campaign. The mailer was received by most addresses over the weekend. Guyer will kick off the social media complementary campaign next week.

Guyer is working on façade program case studies to further promote the program; waiting for better weather for photo updates.

Chesney reported that Arbury will host a meet your neighbors neighborhood block party on June 2 from 11 a.m. until 1 p.m. in their parking lot area.

Several new businesses opening in the district. Should make visits to them to provide Center City business information and bring them up to speed on the Redevelopment Plan:

- Dive and Glide – Cambridge & Dartmouth – (Kozuch will contact)
- Belles Bakery – US Cone and Coney – Kathy Thelander-Annelin (Kozuch will contact)
- Design by Karen
- Mi Elements Grains and Grounds - Tony Sutorik (Tisdale has been in contact with

The following information was shared about other properties in the district:

- Sav-A-Lot closing
- ReSale Shop – moving next door to Wellington
- Tim Horton remodel

Cambridge Street from Dartmouth to Washington will be closed most of the summer

Meeting adjourned: 2:33 p.m.

**Next meeting will be on Monday, March 9, 2020 2:00 p.m.**



**CENTER CITY AUTHORITY**  
Physical Improvements Committee Meeting  
Tuesday, March 10, 2020 3:30 pm  
Isabella Bank Conference Room

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

The February minutes were presented for approval. Shaffner moved for approval, seconded by Kozuch. Minutes were approved.

Discussed the spring, summer, and fall landscaping plan. City Horticulturist Stephanie Richardson will include the Center City plant purchase in her city-wide plant purchase and go out to bid for a maintenance crew to plan and maintain throughout the three-month growing season. Questions were raised about whether the pots will be pre-planted or planted in place and condition of the pots, if touchups could be done. Tisdale will confirm if the horticulture team will do the winter display or if we should plan to have that done by someone else.

Reviewed an application from Julia Kepler on behalf of the Midland County Emergency Food Pantry. Rapanos moved support of application approval, seconded by Williams. Application was unanimously approved.

Tisdale shared that the mailing for the recommended zoning language changes went out last week and has been received by several businesses. So far there has not been any outreach back. The companion digital campaign will go out next week. If no district-wide meeting is needed then the process through Planning and City Council will begin in April and likely be wrapped up by end of May, early June.

Tisdale will see if there has been any further conversation with Consumers regarding our project and their lighting replacement plan.

Committee should be ready to move on driveway consolidation conversations in the near future.

There has been no additional movement on the mural project. Plaid Giraffe, Mane Hair, UpBeat Music Academy and Smiths are part of the outreach.

Tisdale will touch base with engineering regarding the Wayfinding sign stabilization.

Meeting adjourned at 4:15 p.m.

Adj. 4:15 pm

***Next meeting: Tuesday, April 14, 2020, 3:30 p.m.***

## CCA Façade Application Receipt

**Application Received From:** Midland County Emergency Food Pantry (Julia Kepler)  
503 S. Saginaw Road

**Date Received:** September 10, 2019

**General Project Description:** Replace siding with vinyl and paint entire exterior of building.

**Proposed Start Date:** May 2019

**Proposed Completion Date:** October 2019

**Total Amount of Project:** \$13,570.00

	<u>Total</u>	<u>FIP Funding</u>
Vinyl Siding	\$8,000	\$4,000
Painting	\$5,000	\$2,500

**Total amount eligible:**

**Grant\***            **\$3,250**

*\*Eligible for 50% of qualified grant funding - Application was submitted after project had physically begun or was substantially completed*

**Amount recommended for approval:**

**Grant\***            **\$3,250**

- |   |                       |
|---|-----------------------|
| Property is in the CCA District   | <u>YES</u>            |
| Applicant is property owner   | <u>YES</u>            |
| Applicant is a business owner authorized to apply on behalf of property | <u>YES</u>            |
| Applicant submitted eligible design renderings                          | <u>YES</u>            |
| Applicant submitted detailed information on materials, colors, etc.     | <u>YES</u>            |
| Applicant submitted written estimates                                   | <u>YES</u>            |
| Applicant verified building/zoning codes are accurate                   | <u>NO</u>             |
| Scheduled for PI Review on:   | <u>March 10, 2020</u> |

**STAFF RECOMMENDATION:** Approval



Outreach



ST. JOHN'S EPISCOPAL CHURCH  
linking lives in the love of Christ

503

SAMS



Pantry





WHEREAS the Physical Improvements Committee of the Center City Authority (CCA) reviewed and recommends for approval the façade application for siding replacement and exterior painting from Julia Kepler on behalf of the Midland County Emergency Food Pantry, 503 S. Saginaw Road; now therefore

RESOLVED, that the Physical Improvements Committee recommends the Center City Authority approve a matching grant in the amount of \$3,250 facade improvements at 503 S. Saginaw Road and that disbursement shall occur in accordance with CCA Façade Improvement Program guidelines.

**Presented to the Center City Authority Board on March 18, 2020**

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Abstain:

Vote: