



DOWNTOWN DEVELOPMENT AUTHORITY
Board of Directors Meeting
Tuesday, May 13, 2020, 3:00 p.m.
Council Chambers, City Hall – Midland, MI

THIS MEETING WILL BE HELD ELECTRONICALLY DUE TO THE COVID-19 PANDEMIC

The City of Midland will utilize Zoom to conduct this video conference meeting

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(for higher quality, dial a number based on your current location):

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
2. Approval of the minutes from the DDA Board meeting held February 5, 2020 and Shopping Area Redevelopment Authority (SARA) meeting of April 29, 2020 – Kell
3. Accept Resignation of Bob Rathbun - Kell
4. Horticulture Report – City Horticulturist Stephanie Richardson
5. Parking Study Recommendations and Plan of Work - Tisdale
6. Adopt 2019-22 Downtown Midland Strategic Plan and 2020 Plan of Work – Tisdale
7. DDA 2020-21 Proposed Budget Review - Tisdale
8. Committee Reports
 - a. Communications Committee – Kell
 - b. Economic Sustainability Committee – Brines
 - c. Executive Committee – Kell
 - d. Midland Downtown Business Association Report – Buzzell
9. Public comments regarding items that are not on this agenda
10. New Business
11. Adjourn

NEXT DDA BOARD MEETING – Wednesday, July 8, 2020



DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors

Wednesday, February 5, 2020, 3:00 p.m.

Council Chambers, City Hall – Midland, MI

Call to Order: 3:00 p.m.

Attending: Bryan Jao, Brad Kaye, Dave Kell, Jim Malek, Paul Barbeau, Cathy Bott, Jon Lauderbach

Absent: Bobbie Arnold, Bo Brines, Marty McGuire, Bo Miller, Bob Rathbun, James Wright

Chairmen Kell called the meeting to order at 3:00 p.m.

The Downtown Development Authority (DDA) Board meeting minutes of September 11 and October 9, 2019 were presented. Lauderbach moved approval, seconded by Jao. Minutes were unanimously approved.

Community Affairs Director Selina Tisdale introduced Assistant City Manager David Keenan who reviewed the Brownfield Redevelopment tool and how it affects the DDA. Kirstie Hardy, AKT Peerless, and Al Waar, Sahasa Realty Corporation introduced a plan to redevelop the former Midland Daily News located at 124, 128 McDonald Street and 100 Ashman Street site into residential properties. After discussion on the proposal, the following resolution was presented:

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.

The resolution was moved by Barbeau and seconded by Jao. The motion received unanimous support from those in attendance.

Tisdale introduced David Burr of Rich and Associates who reviewed the findings of the 2019 Downtown Parking Study. Britney Gwisdala, 5801 Swede Avenue, spoke regarding handicapped parking spaces on Main Street in downtown Midland. The study will be made available on the downtown website cityofmidland.gov/parkingstudy. Comments will be received over the next month. The DDA board will revisit the study's recommendations and begin prioritizing proposed projects at the March 11, 2020 meeting.

Tisdale introduced Dustin Neumeyer, founding partner of Aberro Creative who reviewed the new downtown branding effort and plans for a redeveloped downtown website. The new brand will be launched in June 2020.

Board member Lauderbach left the meeting at 4:55 p.m.

Committee Reports:

Kell reported that the Communications Committee: Hot Cocoa crawl had more than 400 event cards returned; 500 participants took part in the Jingle Bell Run; 2020 calendar of events is being finalized.

Kell reported that the Executive Committee is working to finalize the strategic plan and plans to bring that forward at the March 11 meeting.

Midland Downtown Business Association President Daniel Buzzell reported that the Meet your Merchants event is planned for March 14, 3.14 which is Pie Day and the event will center on that theme. Ace Hardware is now selling Cops and Doughnuts products.

There were no public comments.

There was no new business.

Meeting adjourned at 5:00 p.m.



SHOPPING AREA REDEVELOPMENT AUTHORITY Minutes

Wednesday, April 29, 2020 ~ 2 p.m.

MINUTES

MEETING HELD ELECTRONICALLY DUE TO THE COVID-19 PANDEMIC

Roll Call Present: Bobbie Arnold, Cathy Bott, Bo Brines, Brad Kaye, Bryan Jao, Jon Lauderbach, Jim Malek, Marty McGuire, Bo Miller Staff Present: Selina Tisdale

Acting Chair McGuire called the meeting to order and asked Tisdale to take roll

Tisdale presented an overview of the requested 2020-22 Shopping Area Redevelopment Act (SARA) assessment. The Midland Downtown Business Association (MDBA) board recommends no change from the SARA program which is currently assessed at \$45,000 annually for a two-year period.

Before the 2022 renewal of SARA, the MDBA will put together a subcommittee to begin discussions of possible expansion of the SARA to the expanded district of downtown Midland (DDA2) which is not currently assessed the SARA.

The 2020 SARA renewal was reviewed by the MDBA in fall 2019 and discussed at the January 29 MDBA All Businesses meeting. At the February 13, 2020 MDBA meeting the board voted to recommend that no change be made to the amount and duration of the SARA assessment, but a subcommittee will be appointed to discuss a possible expansion of services and the SARA assessment to the expanded district of downtown Midland (DDA2) which is not currently assessed the SARA.

The revenue of \$45,000 generated by the SARA will be allocated as follows:

- Staff support budget will remain the same at **\$16,500**
- Holiday lighting budget will be reduced from \$15,500 to **\$13,500**
- Events budget will increase from \$13,000 to **\$15,000**

Public Comments

None

The following action item was then presented:

WHEREAS, 2020 is a renewal year for the Shopping Area Redevelopment Authority (SARA) assessment for downtown Midland; and

WHEREAS, the SARA is the primary revenue source of the Midland Downtown Business Association (MDBA) and the MDBA reviews renewal of the SARA based on its revenue needs and the desires of properties within the downtown district and makes recommendation to the SARA board on what that renewal should look like; and

WHEREAS, the MDBA recommends renewing the SARA assessment at its current level of \$45,000 per year for 2020-21 and 2021-22 for the original downtown district boundaries; and

WHEREAS, a subcommittee will be assembled to look at the prospects of extending the SARA to the expanded district beginning with the 2022 SARA assessment year; now therefore

RESOLVED, that the SARA board hereby approves the recommendation to the of the MDBA Board to maintain the SARA assessment at \$45,000 per year for 2020-21 and 2021-22 and requests that it be placed on the City Council agenda of May 11, 2020 for consideration and adoption.

Lauderbach moved that the recommended 2020-22 SARA assessment be adopted, Bott seconded. The recommendation was unanimously supported.

There was no new business for the SARA Board.

The meeting adjourned at 2:30 p.m.