



**SPECIAL MEETING  
of the  
MIDLAND CENTER CITY AUTHORITY  
AGENDA  
Wednesday, May 22, 2019, 4:00 – 5:00 P.M.,  
Council Chambers, Midland City Hall, Midland, Michigan**

1. Roll Call – Barth, Chappel, Ginis, Kaye, Kozuch, Miles, Mortensen, Rapanos, Schloemann,
2. CenterPiece Mural Project Façade Funding Appropriation Request
3. Center City Redevelopment Plan Proposals – Follow Up from 5/15 Workshop
4. Public Comments (unrelated to items on the agenda)
5. Adjournment



Date: May 21, 2019  
To: Center City Authority Board  
From: Selina Tisdale, Community Affairs Director  
RE: **CenterPiece Mural Project** Funding Request

For nearly a year now, the Physical Improvements committee of the Center City Authority has considered the idea of how to add 10-15 pieces of mural art to buildings located in the Center City district.

The name chosen for this project is **CenterPiece Mural Project**.

The committee has identified 15 potential sites and has reached out to eight properties in the district that could accommodate mural artwork of approximately 350-360 square feet (19' x 19') in size. The goal would be that each mural piece would be enjoyed for up to five years.

Another element of this project is the identification of mural artists who are experienced in painting long-lasting, durable, attractive, sizeable outdoor murals.

The final piece of this project is how to fund the murals.

The cost estimate to have a 350-360 square foot (19' x 19') mural painting created on a building would be approximately \$5,000 per mural. To fund 10-15 pieces the total cost of the project would be Total cost \$50,000-\$75,000. This does not include the cost of preparing the building façade to receive the mural.

In the meantime, an opportunity to purchase up to seven 27' x 36' murals from Art Attack has presented itself. Art Attack is a scheduled component of the 2019 Midland Center for the Arts Summer Art Fair, June 1 and 2 in downtown Midland. Art Attack will consist of four teams of three artists painting murals, live, during the Art Fair. The murals would be created on three 8 x 12 plywood paintings. Art Attack has offered the 5 to 7 murals created during Art Fair to the Center City district for the price of \$2,500 total.

With the purchase of Art Attack murals, the **CenterPiece** would then need only five to eight murals physically painted on buildings throughout the district.

The goal would be to have all the mural art culminate the weekend of the Dow Great Lakes Bay Invitational July 17-20.

The committee estimates \$50,000 in façade funding would provide the necessary funding for **CenterPiece**.

At the May 14, 2019 Physical Improvements Committee meeting Julie Ratcliffe moved, seconded by Alex Rapanos that the Physical Improvements Committee request that the Center City Authority Board consider a request to allocate façade improvement funding of up to \$50K to support five years of the he ***CenterPiece Mural Project***. The motion was fully supported by those committee members present: Joe Kozuch, Barbara Junga, Julie Ratcliffe, Paul Reder, Jeff Hert and Alex Rapanos. Members not present: Gary Shaffner, Mike Williams, David Ginis.

The action item before the Center City Authority board, therefore, reflects the request being made by the Physical Improvements Committee for \$50,000 of the \$200,000 Façade Improvement Program funding to be allocated to the ***CenterPiece Mural Project***.

**WHEREAS**, the Physical Improvements (PI) Committee of the Center City Authority (CCA) has developed a concept project called *CenterPiece Mural Project* which would add 10-15 murals on buildings throughout the Center City district which would provide a new, more interesting and potentially destination-driven element to the corridor; and

**WHEREAS**, the PI Committee is developing language for the Façade Improvement Program (FIP) that will assist businesses in utilizing FIP funding to prepare building facades for *CenterPiece* murals; and

**WHEREAS**, the cost of the project is estimated at \$5,000 per mural; and

**WHEREAS**, the PI Committee requests the use of FIP funding to support the costs of the *CenterPiece Mural Project*; now therefore

**RESOLVED**, that the Center City Authority Board approves the PI Committee’s request to utilize \$50,000 in FIP funding to support the *CenterPiece Mural Project*; and

**RESOLVED FURTHER**, that the PI Committee is authorized to spend \$2,500 of this funding to purchase Art Attack mural artwork as part of the Midland Center for the Arts Summer Art Fair event.

**Presented to the Center City Authority Board on May 22, 2019**

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Vote: