



**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Board of Directors Meeting**  
**Wednesday, September 9, 2020 3:00 p.m.**  
**Meeting to be held via Zoom**

Please click the link below to join the Zoom Webinar

<https://us02web.zoom.us/j/89901672299?pwd=L1R5WUttQmFqZk02QXYrbFNZUm1FZz09>

Or by Telephone: 1 312 626 6799

Webinar ID: 899 0167 2299 Passcode: 237579

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, Chris Moultrup, Sean Squires
2. Introduction of new board members Moultrup and Squires
3. Approval of the DDA Minutes from the regular meeting of May 13, 2020
4. Horticulture Report – Stephanie Richardson
5. DDA Parking Study Update – Selina Tisdale
6. Downtown Update – Selina Tisdale
7. Committee Reports
  - Communications Committee – Kell
  - Economic Sustainability Committee – Brines
    - Incubator Application Consideration – Aster
  - Executive Committee – Kell
    - Approve DDA 2021 Meeting Schedule
    - 2020-21 Board Structure
  - 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**  
**Strategic Planning - Wednesday, October 19, 2020**  
**Regular Meeting – Wednesday, November 11, 2020**



## DOWNTOWN DEVELOPMENT AUTHORITY

### Board of Directors

Wednesday, May 13, 2020, 3:00 p.m.

Meeting Held Via Zoom

Call to Order: 3:00 p.m.

**Attending:** Bobbie Arnold, Cathy Bott, Bo Brines, Bryan Jao, Brad Kaye, Dave Kell, Jim Malek, Bo Miller, Jon Lauderbach

**Absent:** Paul Barbeau, Marty McGuire, Bob Rathbun

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

Minutes were presented for the DDA Board meeting held February 5, 2020 and the Shopping Area Redevelopment Authority (SARA) meeting of April 29, 2020. Brines moved approval of both sets of minutes, seconded by Arnold. Minutes were unanimously approved.

Kell presented the resignation of long-term board member Bob Rathbun who retired from Chemical Bank at the end of 2019. With expression of regret and appreciation, Lauderbach moved acceptance of the resignation, seconded by Miller. Rathbun resignation was unanimously approved.

City Horticulturist Stephanie Richardson reported that due to Covid there has been no horticulture activities downtown, however the spring tulips are in bloom but quickly coming to the end. She hopes that she and her crew will be back to work by the end of the month, describing numerous staffing challenges presented due to Covid. The planting schedule is behind so planting will be the priority with weeding and other projects coming next.

Tisdale presented the plan of work from the Parking Study presented to the DDA board by Rich & Associates in February. Priorities will focus on : SIGNAGE: Name & Sign Public Lots; Sign public lots with information on open nights and weekend use; Develop signage program to direct visitors to parking areas; ENFORCEMENT & TICKETING: Consider an additional part-time enforcement clerk; Graduated Fine Schedule; Evaluate parking enforcement technology; MAINTENANCE & INCLUSIVE PARKING: Develop parking information for accessible parking, recommendations for van accessible parking, etc.; Main Street Striping in Festival Blocks; PARKING LOTS: Right Sizing Lots (mix of timed / permit); Eliminate metered parking; Larkin Parking Ramp, balancing parking usage, repairs, signage and visibility; research identified Designated Employee Parking. Lauderbach moved support of the parking study plan of work seconded by Bott. Parking Study Plan of Work was unanimously approved.

Tisdale presented the Adopt 2019-22 Downtown Midland Strategic Plan and 2020 Plan of Work. The Strategic Planning process was completed in November 2019, however, due to Covid, did not come forward as planned to the DDA in March. The 2019-22 Strategic Plan includes a new Vision Statement: *A progressive hub of diverse activities attracting and connection businesses, the community and visitors.* The Plan includes 10 goals across three different areas focused on public spaces, programming and commercial investment. Jao inquired about how Covid will affect strategic planning around social gathering. Tisdale noted the goals were still intact however they would be modified and put on hold to follow Executive Order restrictions until those are lifted. Miller inquired about modifying committee structure to be more goal or project oriented. Tisdale will research and bring back recommendations around this and bringing on outside sources to work on downtown project committees. Brines made a motion to adopt the 2019-22 Downtown Midland Strategic Plan and 2020 Plan of Work, supported by Jao. Plan was unanimously adopted.

Tisdale reviewed the DDA 2020-21 Proposed Budget. The budget was developed, reviewed and forwarded for approval by the DDA budget committee and the DDA Executive Committee. Arnold moved to approve the 2020-21 DDA Proposed Budget, supported by Miller. Motion was unanimously approved. Bott had left the meeting due to technical difficulties.

## Committee Reports

Midland Downtown Business Association Chair Daniel Buzzell reported on behalf of the MDBA. The MDBA is struggling to keep events afloat, cancelling and modifying where necessary. Working to promote the district in new and safe ways given Covid restrictions.

Tisdale reported on cancelled events including the Midland Center for the Arts Art Fair, Tapped, Balloon Festival and Downtown Afterglow; Mini-Golf on Main and Sidewalk sales are still being evaluated; Larkin Beer Garden, Movies on Main, Tunes by the Tridge, and Fourth of July Fireworks are on hold until can be provided safely.

Tisdale reported on projects for the downtown including the potential closure of two -three block closure of Main Street to allow for expanded outdoor dining and shopping; the Entrance Way features at Jerome and Main Street are close to construction; a new Downtown brand and website Launch is anticipated for mid-summer; the Raise Up Downtown Midland campaign took \$25,000 of DDA investment, sold 2,500 gift certificates in 48 hours generated \$87,500 in cash which benefited 21 participating businesses.

There were no public comments.

There was no new business.

Meeting adjourned at 4:10 p.m.

# DDA Communications & MDBA Marketing Joint Committee

Agenda – July 8, 2020, 4:00 p.m. Zoom

Attending: Julia Kepler, Dustin Neumeyer, Jim Malek, Ann Ward, Ben Tierney, Daniel Buzzell,

Staff Attending: Selina Tisdale & Lacey Todd

Festival Block Closures – Selina

Surveys being launched today (July 8, 2020)

Be S.A.F.E. Update – Dustin

Overall redevelopment of Downtown Marketing / Website- Dustin

Website is up – Aberro is waiting for the businesses to provide content also waiting for photo release from many who have submitted.

## Upcoming Events

1. Mini Golf on Main – City Event Request – Approved event is in progress
  - a. Ben will chat with Molasses about partnering with Imagine That! to collect golf clubs and scorecards after hours.
2. Sidewalk Sales – 15 participants
3. RiverDays After Party – Cancelled

## Planned Events

1. Festifall – September 26 – Very Likely NEED TO CANCEL
  - a. Reach out to Northwood University
2. Buy Nearby – October 3-5
3. Holiday Events
  - a. Holiday Open House - November 6-8 (as long as retail is open)
  - b. Small Business Saturday - November 28 (as long as retail is open)
  - c. Santa Parade / Hot Cocoa Crawl
  - d. Jingle Bell Run - December 3 (virtual?)
  - e. Holly Jolly Days – December 5, 6 & 12, 13

## Marketing

1. Fireplaces – Running on Summer Schedule, working again
2. Updates – Lacey
  - a. Downtown Happenings
    - i. Transition back to Every Other Week schedule
  - b. Facebook Ads/Marketing
  - f. Marketing needs for the coming 3 months – open discussion

Items not on the agenda

Q - Dustin, How is retail doing?

A – Ann, less foot traffic which equates to sales being down.

A - Julia, sales are up from last year with steady foot traffic and additional square footage (Joyful Tantrum)

A- Dan, up foot traffic and sales

Q- Dustin, Farmers Market?

A- Selina, Emily will be at the MDBA Board meeting tomorrow and will be able to answer some questions.

A- Julia, Likely being held at Dow Diamond due to space availability, so the FM will probably stay there for the summer.

A- Jim, Best of his knowledge the market will remain in place for the whole season

Adjourn 4:45 p.m.



## DDA Economic Sustainability Committee

### MINUTES

Wednesday, August 26, 2020 at 3:00 p.m.

Meeting held via Zoom

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**Committee Members Present:** Paul Barbeau, Bo Brines, Dave Kell, Jon Lauderbach, Bo Miller

**Staff:** Selina Tisdale

Reviewed the incubator application of Evan Sumrell proposing to open a farm to table restaurant called Aster at 134 Ashman Street. Miller moved approval of the application, seconded by Lauderbach. Application was unanimously approved for recommendation to the DDA board on September 9.

Tisdale updated the committee on projects including the downtown brand and website launch, downtown parking study efforts, entrance way project, Main Street Plaza and general downtown projects.

The committee discussed downtown business activity including a new proposed downtown business and the status of in-progress businesses Brinstar Beercade and Three Bridges Distillery, both were hit hard by Covid and/or flooding events for the owners.

Meeting adjourned at 4:00 p.m.

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Evan Sumrell, Aster, 134 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.

**Presented to the Downtown Development Authority Board on September 9, 2020**

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Vote:



**DDA Executive Committee Meeting  
Monday, September 2, 2020 at 3 p.m.  
Meeting held via Zoom**

**Committee Members Present:** David Kell, Bo Brines

**Committee Members Absent:** Marty McGuire

**Staff:** Selina Tisdale, Stephanie Richardson

Richardson updated the committee on horticulture activities including post-flood cleanups and damages and fall planting schedule. Richardson presented ideas for the sculpture garden area along Cronkrigh adjacent to the Main Street Plaza area. The area was tore up during construction and Richardson is working on concepts for planters, benches and overall improvement of this area.

Tisdale update the committee on the downtown brand and website launch scheduled for September 10, parking study projects and amenities.

Discussed the October 14 strategic planning session. This will be a review and update on the 2020 plan of work and refocus of efforts for the 2021 plan of work year.

Review and set the agenda for the September 9 DDA Board meeting. Discussion on chair / vice chair and committee leadership and makeup should take place at the meeting. Nominated McGuire to once again coordinate the slate of officers. Conversation regarding committee structure modification should be held at the board meeting.

Meeting adjourned at 4:15 p.m.

**NEXT EXECUTIVE COMMITTEE MEETING:  
Wednesday, October 7, 2020 3:00 p.m.**

**2020 – 21 DDA Board Meeting Schedule**  
**Second Wednesday at 3 p.m.**  
**in the months of**  
**January, March, May, July, September, October, and November**

October 14, 2020  
(Strategic Planning)

November 11, 2020

January 13, 2021

March 10, 2021

May 12, 2021

July 14, 2021

September 8, 2021

October 13, 2021  
(Strategic Planning)

November 10, 2021