



MIDLAND CENTER CITY AUTHORITY  
AGENDA

Wednesday, September 18, 2019, 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 August 21, 2019– **Kozuch**
3. Public Comments (unrelated to items on the agenda)
4. CCA Redevelopment Plan Update - **Tisdale**
5. Committee Reports
  - a. Governance and Sustainability Committee report – **Mortensen**
  - b. Marketing Committee report – **Kozuch**
  - c. Physical Improvements Committee report – **Ginis/Kozuch**
    - i. Façade Application – Upbeat Music Academy / Lambert
    - ii. Façade Application – Ginis Goldsmiths / Ginis
6. Adjournment



MIDLAND CENTER CITY AUTHORITY  
Minutes of the regular meeting of Wednesday, August 21, 2019 3:00 P.M.,  
Council Chambers, Midland City Hall, Midland, Michigan

Call to Order 3:00 p.m.

**Attending:** Linda Barth, Jennifer Chappel, David Ginis, Brad Kaye, Joe Kozuch, Sharon Mortensen, Cliff Miles, Alex Rapanos **Absent:** Chris Schloemann

Kozuch presented the minutes the regular meeting of July 17, 2019 CCA Board meeting. Mortensen moved to approve the minutes, seconded by Ginis. Minutes were approved.

Public Comments (unrelated to items on the agenda) – None

**Redevelopment Plan Update** - Tisdale reported that Midland City Council gave conceptual approval to the Center City Redevelopment Plan August 5, 2019 allowing the CCA to move forward with funding discussions and the identified first phase of the project, the Saginaw Road corridor streetscape, Dartmouth to Patrick. Tisdale outlined several committee and staff-level projects that could be worked on to help start these projects in motion.

**Committee Reports:**

**Governance and Sustainability** – Kozuch reported that the committee discussed the redevelopment plan timeline and associated projects as outlined by Tisdale previously and made plans for the October long-range strategic planning session which will be held October 16, 2:30 p.m. until 5 p.m. at Midland City Hall.

**Marketing Committee** – did not meet in August.

**Physical Improvements Committee** – Ginis reported that the committee discussed the redevelopment planned and CenterPiece Mural Project and reviewed a Façade Improvement Program application from RJ Perry Enterprises, 507 S. Saginaw Road and brings forward the attached recommendation.

The following façade application was presented for consideration:

WHEREAS the Physical Improvements Committee of the Center City Authority (CCA) reviewed and recommends for approval the façade application from Randall and Joyce Perry, 507 S. Saginaw Road; now therefore  
RESOLVED, that the Physical Improvements Committee recommends the Center City Authority approve a mini-grant in the amount of \$1,000.00 for parking lot improvements at 507 S. Saginaw Road and that disbursement shall occur in accordance with CCA Façade Improvement Program guidelines.

Kozuch moved approval of the recommendation, seconded by Barth. Application was unanimously approved by those in attendance.

Under new business Kozuch reported on two new murals added to the district at the Auto Value Auto Parts location at Patrick and Washington and the Sam's Pantry building on Saginaw Road and a new Jazzercise business is opening in the district.

Meeting adjourned at 3:30 p.m.



**Center City Authority  
Governance & Sustainability Committee Meeting  
Wednesday, September 11, 2019 10 a.m.  
Conference Room B, City Hall  
Minutes**

Attending: Brad Kaye, Joe Kozuch, Sharon Mortensen

Absent: Cliff Miles, Scott Marquiss

Staff: Selina Tisdale

Minutes from the July 2019 Governance & Sustainability meeting were reviewed  
Kozuch motioned for approval, seconded by Kaye. Minutes were approved.

Reviewed plans for October long term strategic planning session. Prior to the October meeting Tisdale will try to schedule: engineering conversation to look at streetscape cost estimate and multi-departmental meeting to review the concepts of redevelopment plan. Topics to prepare for would include: the future/continuation of events within the corridor (Wine Garden, Food trucks, Santa Parade, Sidewalk Sales); Background of establishing a SARA in regard to maintenance of new streetscape and already-established landscape, red pots, etc.; Property Opportunities – marketing vacancies, development opportunities in the district, role of MBA; Comprehensive list of redevelopment plan priorities for the October agenda packet

Reviewed board agenda for September 11, 2019

Meeting adjourned 10:30 a.m.



**CENTER CITY AUTHORITY  
MARKETING COMMITTEE MEETING  
Minutes  
Monday, September 9, 2019, 2:00 P.M.**

**Attending:** Jennifer Bruzewski, Michelle Chesney, Joe Kozuch, Chris Schloemann

**Absent:** David Bailey, Ben Tierney, Jennifer Chappel

**Staff Attending:** Selina Tisdale, Katie Guyer

July 2019 minutes were presented for approval. Bruzewski moved approval, seconded by Chesney. Minutes were approved.

Tisdale updated the Redevelopment Plan and the forward timeline.

Guyer reviewed Façade Program marketing. Information is getting lots of click through to the material. At least two applications have been received since the initial push. Follow up information will be pushed out highlighting the most recent project completion (Greer). Could mural addition to program be added to boost interest in applying?

Discussed promotion of Center City events. Coordination of Sidewalk Sales or renaming of that event to just encourage people to visit CC that week is desirable. 2020 week will be July 22-25. Poll of the district to test interest should be undertaken.

Discussed the upcoming CCA Strategic planning session. Biggest concern is no budget to promote anything.

Meeting adjourned at 2:40 p.m.

**Next meeting will be on Monday, October 14, 2019 2:00 p.m.**



**CENTER CITY AUTHORITY**  
**Physical Improvements Committee Meeting**  
**Tuesday, September 10, 2019 3:30 pm**  
**Isabella Bank Conference Room**

**Present:** Dave Ginis, Jeff Hert, Barbara Junga, Joe Kozuch, Alex Rapanos, Julie Ratcliffe, Paul Reder, Gary Shaffner, Mike Williams. **Absent:** None  
**Staff:** Selina Tisdale, Grant Murschel

The August minutes were presented for approval. Rapanos moved for approval, seconded by Kozuch. Minutes were approved.

Ginis updated on the status of the redevelopment plan.

Follow up conversation on the Zoning Language included follow up questions for Murschel on: drive-thru language, what degree of property changes would prompt the grandfather clause to disappear and brick wall to mask park in 8C.

Tisdale will ask Murschel to draft language that will outline the basic language changes being proposed so that we can route text to district and coordinate a district-wide conversation following the October strategic planning session.

Held a discussion on the mural project. Have received one sponsorship (Schloemann) and one property interest (Disability Network); two potential interests (Sleepy Hollow and PGP Paints). Sam's Pantry and Auto Value have added murals. Tisdale will ask Guyer to do another marketing push highlighting the murals already added to district.

Reviewed a façade application from Cora Lambert, Upbeat Music. The project has been completed however, the application was received and given tentative approval prior to commencement of the project. Ratcliffe moved approval of the application, seconded by Hert. Motion was unanimously approved by those in attendance.

Reviewed a façade application from David Ginis, Ginis Goldsmiths. Ginis and Shaffner both abstained from conversation and the vote. Rapanos moved for approval, seconded by Williams. Motion was approved by those in attendance with Ginis and Shaffner abstaining.

Tisdale updated the committee on the façade program and the disbursements timeline.

A discussion was held on the October CCA Board meeting for strategic planning. Topic suggestions included need for ongoing funding of wayfinding sign landscape maintenance/replacement, and shrub maintenance, Red Pots program; Consumers Energy replacement of vehicular lighting in the district; redevelopment plan projects; communications with other city departments regarding projects going on in the district; and fiber optics for the district.

Tisdale will have Engineering take a look at the wayfinding signage that is loose, in particular the one at Midland Towne Plaza.

Meeting adjourned at 4:40 p.m.

***Next meeting: Tuesday, October 8, 2019***

WHEREAS the Physical Improvements Committee of the Center City Authority (CCA) reviewed and recommends for approval the façade application from UpBeat Music Academy/Cora Lambert, 109 E. Ashman Street; now therefore

RESOLVED, that the Physical Improvements Committee recommends the Center City Authority approve a matching grant in the amount of \$2,475.00 for facade improvements at 109 E. Ashman Street and that disbursement shall occur in accordance with CCA Façade Improvement Program guidelines.

**Presented to the Center City Authority Board on September 18, 2019**

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Abstain:

Vote:

CCA Façade Application Receipt

Application Received From: Cora Lambert, 109 E. Ashman Street

Date Received: August 23, 2019

General Project Description: Prepare and paint entire exterior of building, repair and paint three windows.

Total amount of project application: \$4,950.00

Total amount requested: \$2,475.00

Amount recommended for approval: \$2,475.00

Matching Amounts Requested:

\$ 2,475.00 Façade Grant

Proposed Start Date: Aug 26, 2019

Proposed Completion Date: Aug 30, 2019

- Property is in the CCA District **YES**
- Applicant is property owner **NO**
- Applicant is a business owner authorized to apply on behalf of property **YES**
- Applicant submitted eligible design renderings **YES**
- Applicant submitted detailed information on materials, colors, etc. **YES**
- Applicant submitted written estimates **YES**
- Applicant verified building/zoning codes are accurate **NO**

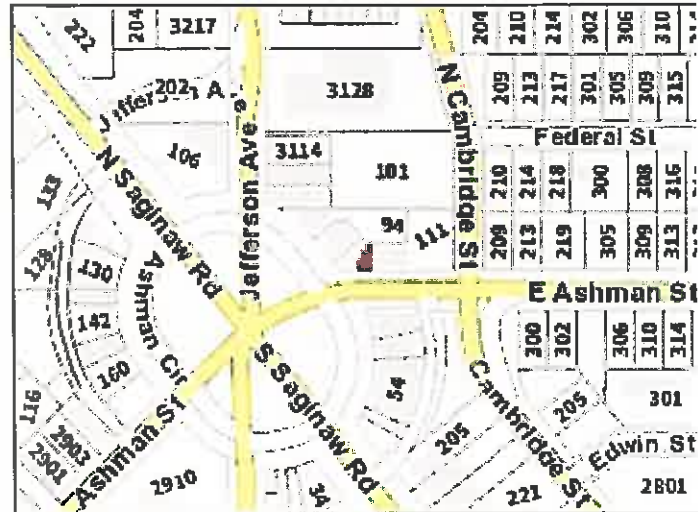
Permits Required:

Date all information was verified:

Scheduled for PI Review on: September 10, 2019

**STAFF RECOMMENDATION:**

Approval



Target highlighted in red



**ASHMAN STREET -**



**ASHMAN STREET - PROPOSED G**





WHEREAS the Physical Improvements Committee of the Center City Authority (CCA) reviewed and recommends for approval the façade application from Ginis Goldsmiths/David Ginis, 20 Ashman Circle; now therefore

RESOLVED, that the Physical Improvements Committee recommends the Center City Authority approve a matching grant in the amount of \$5,000.00 for façade improvements at 20 Ashman Circle and that disbursement shall occur in accordance with CCA Façade Improvement Program guidelines.

**Presented to the Center City Authority Board on September 18, 2019**

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Abstain:

Vote:

CCA Façade Application Receipt

Application Received From: David Ginis, 20 Ashman Circle

Date Received: August 26, 2019

General Project Description: Prep and paint exterior walls, front door improvements, new awnings and exterior lighting.

Total amount of project application: \$11,442.65

Total amount requested: \$ 5,000.00

Amount recommended for approval: \$ 5,000.00

Matching Amounts Requested:

\$ 5,000.00 Façade Grant

Proposed Start Date: ASAP

Proposed Completion Date: Nov. 1, 2019

- Property is in the CCA District YES
- Applicant is property owner YES
- Applicant is a business owner authorized to apply on behalf of property NA
- Applicant submitted eligible design renderings YES
- Applicant submitted detailed information on materials, colors, etc. YES
- Applicant submitted written estimates YES
- Applicant verified building/zoning codes are accurate NO

Permits Required:

Date all information was verified:

Scheduled for PI Review on: September 10, 2019

**STAFF RECOMMENDATION:**

**Approval**



Taxlot highlighted in red

