



**MIDLAND CENTER CITY AUTHORITY
Board of Directors Meeting
CCA Strategic Planning Agenda
Wednesday, October 16, 2019, 2:30 p.m.
Midland City Hall**

1. Roll Call – Barth, Chappel, Ginis, Kaye, Kozuch, Miles, Mortensen, Rapanos, Schloemann
2. Approval of Minutes Regular Meeting of September 18, 2019– Kozuch
3. Consider Façade Application – Ajay Middha, Physical Therapy & Rehab Specialists
4. CCA Long Term Strategic Plan (2020-2024) - Lee Rouse, OmniTech
 - Survey Results
 - Redevelopment Plan Review
 - Façade Improvement Program Status
 - Financial Overview
 - Current CCA Funds
 - Shopping Area Redevelopment Act (SARA)
5. Public Comments (unrelated to items on the agenda)



MIDLAND CENTER CITY AUTHORITY

Minutes of the regular meeting of Wednesday, September 18, 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, Chris Schloemann **Absent: None**

Kozuch presented the minutes the regular meeting of August 21, 2019 CCA Board meeting. Barth moved to approve the minutes, seconded by Mortensen. Minutes were approved.

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

Redevelopment Plan Update - Tisdale reported that next steps being worked on with the redevelopment plan included: Engineering department review of the costs; Departmental reviews of the plans to determine what department capabilities we have for offsetting costs of the project; identify projects that should be considered as part of the first phase (access management, utilities, etc.); conversation with Engineering about what can/can't be accessed with road funding (capital improvement plan discussions coming up); Rezoning conversations can move forward; Funding committee and timeline. Upcoming work plans should be designed to identify contacts for affected properties and start developing conversations regarding plans.

Committee Reports:

Governance and Sustainability – Mortensen reported that the committee discussed the agenda for the 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 – Kozuch reported that the committee is working on promotions for the Façade Program, murals and discussed sidewalk sales for 2020.

Physical Improvements Committee – Ginis reported that the committee discussed the redevelopment planned had follow up questions regarding zoning changes. Also discussed were concepts for consideration during the strategic planning session including ongoing funding for wayfinding signs, landscaping and red pots.

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 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.

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

Kozuch presented the following façade application for consideration:

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.

Schloemann moved approval of the recommendation, seconded by Rapanos. Application was unanimously approved by those in attendance. Ginis abstained from the vote.

Under new business Kozuch reported the Physical Therapy & Rehabilitation Specialists were moving into the district at Rodd Street and Saginaw Road.

Meeting adjourned at 3:25 p.m.