



MIDLAND CENTER CITY AUTHORITY

AGENDA

Wednesday, October 21, 2020 ~ 3:00 p.m.

Meeting held via Zoom

<https://us02web.zoom.us/j/84368034208?pwd=ZXRNZVBGaXdvRG55ZTgwaEJHc2h3UT09>

Or Telephone: 646 558 8656

Webinar ID: 843 6803 4208 ~ Passcode: 288267

This is an Open Meeting ~ This Meeting Is Not Cablecast

1. Roll Call – Barth, Chappel, Ginis, Kaye, Kozuch, Miles, Mortensen, Rapanos, Schloemann
2. 2020-2023 Strategic Plan
 - a. ***Where We've Been***, 2020 Plan of Work Review – Tisdale
 - b. ***Where We're Going***, 2021 Plan of Work Proposed Priorities – Board discussion
2. Public Comments
3. New Business
4. Adjourn

NEXT CCA BOARD MEETING – Wednesday, November 18, 2020

Mission and Vision	Vision Elements	Goals/Objectives	Measures
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MISSION
To provide an environment for success that leads to sustainable economic growth in the Center City Area

Economic Development



1. Secure funding to support Streetscape improvements prioritized from Redevelopment Plan (Saginaw Rd from Dartmouth to Patrick)
2. Leverage resources with other community business groups (MBA, SBDC) to attract new businesses into Center City
3. Seek funding solutions (e.g. maintenance fund) to maintain infrastructure and beautification improvements long term

1. % completion of streetscape
2. # new businesses
3. Increase in cohesiveness
4. Increase in funding

VISION
Center of Opportunity in the Heart of the City

Marketing & Engagement



4. Seek creative resources to develop and manage marketing efforts (social marketing, etc.)
5. Regularly communicate status of improvements to all stakeholders
6. Continue to engage with other stakeholders to encourage event planning in Center City that supports Center City efforts (include Signature Event as launch)

1. Increased engagement
2. Increase in awareness
3. Attendance at Center City events
4. Increased business/sales



Physical Improvements



7. Implement Streetscape improvements on Saginaw Rd from Dartmouth to Patrick
8. Continue implementation of the façade program
9. Complete planning for final phase of Redevelopment Plan
10. Continue beautification efforts (e.g. expansion of planters, murals, etc.)

1. % completion of streetscape
2. # new businesses
3. Increase in cohesiveness
4. Positive public perception

Plan of Work

Vision Priority 1: Economic Development						
Goals/Objectives		Tasks/Activities	Timeline	Champion/Committee	Target/Measure	Resources
1	Secure funding to support Streetscape improvements prioritized from Redevelopment Plan (Saginaw Rd from Dartmouth to Patrick)	Charter a funding committee and set up monthly meetings	1Q20	Gov. & Sustainability	100% completion	Team members
		Develop an overall funding plan in alignment with the redevelopment plan	2Q20	Gov. & Sustainability	100% completion	
		Prioritize actions to solicit and secure funding (e.g. grants, et. al.)	4Q20	Gov. & Sustainability	100% completion	Funding
2	Leverage resources with other community business groups (MBA, SBDC) to attract new businesses into Center City	Develop a business attraction model and tools to align center city attraction needs -review and research current tools available	1Q20	Gov. & Sustainability	100% completion	
		Meet with stakeholders to define plan, outcomes, expectations and responsibilities	2Q20	Gov. & Sustainability	100% completion	
3	Seek funding solutions (e.g. maintenance fund) to maintain infrastructure and beautification improvements long term	Determine the long-term maintenance needs	4Q20	Gov. & Sustainability	100% completion	
		Develop a plan for funding maintenance and improvement of infrastructure	4Q20	Gov. & Sustainability	100% completion	Funding

Vision Priority 2: Marketing & Engagement

Goals/Objectives		Tasks/Activities	Timeline	Champion/Committee	Measure and Target	Resources
4	Seek creative resources to develop and manage marketing efforts (social media marketing, etc.)	Recruit more outside talent and expertise onto the Marketing Committee	2Q20	Marketing	100% completion	Team members
		Develop an overall marketing plan and annual calendar of communications	2Q20	Marketing	100% completion	Expertise
5	Regularly communicate status of improvements to all stakeholders	Integrate updates on façade improvements and redevelopment into overall calendar of communications	ongoing	Marketing	100% completion	
		Update communication list and contacts	ongoing	Marketing	100% completion	
6	Continue to engage with other stakeholders to encourage event planning in Center City that supports Center City efforts (include Signature Event as launch)	Identify potential partners for events (for-profit and non-profit)	1Q20	Marketing	100% completion	Partners
		Identify different sites for events	1Q20	Marketing	100% completion	
		Develop a framework for hosting and handling events	2Q20	Marketing	100% completion	
		Host a minimum of 1 event during 3Q20	3Q20	Marketing	100% completion	
		Explore opportunities for a Signature Event	3Q20	Marketing	100% completion	

Vision Priority 3: Physical Improvements

Goals/Objectives		Tasks/Activities	Timeline	Champion/Committee	Measure & Target	Resources
7	Implement Streetscape improvements on Saginaw Rd from Dartmouth to Patrick	Develop a plan to educate property owners on overall improvement plans	1Q20	Physical Improvement	100% completion	
		Contact property owner to discuss access management needs; leverage existing relationships	2Q20	Physical Improvement	100% completion	
		After funding is secured, develop a plan for implementation	TBD	Physical Improvement	100% completion	Funding
		Develop process to coordinate and communicate updates	TBD	Physical Improvement	100% completion	
8	Continue implementation of the façade program	Develop a plan to promote façade program	1Q20	Physical Improvement	100% completion	
		Review/improve loan program to incentivize more owners to make improvements	1Q20	Physical Improvement	100% completion	Funding
		Obtain feedback from owners on what is needed for facades	1Q20	Physical Improvement	100% completion	
9	Complete planning for final phase of Redevelopment Plan	Develop as need arises	ongoing	Physical Improvement	100% completion	
10	Continue beautification efforts (e.g. expansion of planters, murals, etc.)	Identify properties for murals (prefab)	2Q20	Physical Improvement	100% completion	Property
		Continue to promote painted murals through center city	2Q20	Physical Improvement	100% completion	
		As funding is secured, identify other beautification efforts (e.g. planters, etc.)	Ongoing	Physical Improvement	100% completion	Funding