



SHOPPING AREA REDEVELOPMENT AUTHORITY Minutes
Wednesday, April 29, 2020 ~ 2 p.m.
MINUTES
MEETING HELD ELECTRONICALLY DUE TO THE COVID-19 PANDEMIC

Roll Call Present: Bobbie Arnold, Cathy Bott, Bo Brines, Brad Kaye, Bryan Jao, Jon Lauderbach, Jim Malek, Marty McGuire, Bo Miller
Staff Present: Selina Tisdale

Tisdale presented an overview of the requested 2020-22 Shopping Area Redevelopment Act (SARA) assessment. The Midland Downtown Business Association (MDBA) board recommends no change from the SARA program which is currently assessed at \$45,000 annually for a two-year period.

Before the 2022 renewal of SARA, the MDBA will put together a subcommittee to begin discussions of possible expansion of the SARA to the expanded district of downtown Midland (DDA2) which is not currently assessed the SARA.

The 2020 SARA renewal was reviewed by the MDBA in fall 2019 and discussed at the January 29 MDBA All Businesses meeting. At the February 13, 2020 MDBA meeting the board voted to recommend that no change be made to the amount and duration of the SARA assessment, but a subcommittee will be appointed to discuss a possible expansion of services and the SARA assessment to the expanded district of downtown Midland (DDA2) which is not currently assessed the SARA.

The revenue of \$45,000 generated by the SARA will be allocated as follows:

- Staff support budget will remain the same at \$16,500
- Holiday lighting budget will be reduced from \$15,500 to \$13,500
- Events budget will increase from \$13,000 to \$15,000

Public Comments

None

The following action item was then presented:

WHEREAS, 2020 is a renewal year for the Shopping Area Redevelopment Authority (SARA) assessment for downtown Midland; and

WHEREAS, the SARA is the primary revenue source of the Midland Downtown Business Association (MDBA) and the MDBA reviews renewal of the SARA based on its revenue needs and the desires of properties within the downtown district and makes recommendation to the SARA board on what that renewal should look like; and

WHEREAS, the MDBA recommends renewing the SARA assessment at its current level of \$45,000 per year for 2020-21 and 2021-22 for the original downtown district boundaries; and

WHEREAS, a subcommittee will be assembled to look at the prospects of extending the SARA to the expanded district beginning with the 2022 SARA assessment year; now therefore

RESOLVED, that the SARA board hereby approves the recommendation to the of the MDBA Board to maintain the SARA assessment at \$45,000 per year for 2020-21 and 2021-22 and requests that it be placed on the City Council agenda of May 11, 2020 for consideration and adoption.

Lauderbach moved that the recommended 2020-22 SARA assessment be adopted, Bott seconded. The recommendation was unanimously supported.

There was no new business for the SARA Board.

The meeting adjourned at 2:30 p.m.