



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.