



**MIDLAND CENTER CITY AUTHORITY
AGENDA
Wednesday, February 21, 2024, 3:00 p.m.
Midland City Hall Council Chambers**

1. Roll Call – Linda Barth, Jennifer Chappel, David Ginis, Joe Kozuch, Rachel Morr, Sharon Mortensen, Alex Rapanos, Chris Schloemann, Carol Stone
2. Approval of Minutes from January 17, 2024 – **Kozuch**
3. Strategic Plan – 2024 Plan of Work Adoption – **Kozuch**
4. Phase II Development Plan – Next Steps
5. 2024-25 Budget
6. Committee Reports
 - a. Governance and Sustainability Committee report – **Mortensen**
 - b. Physical Improvements Committee report – **Ginis**
Did not meet in February
7. Public Comments (unrelated to items on the agenda)
8. Adjourn



MIDLAND CENTER CITY AUTHORITY
Minutes of the board meeting of January 17, 2023, 3:00 p.m.
CCA Board Meeting Minutes
Midland County Board of Commissioners

Call to Order 3:00 p.m.

Attending: Linda Barth, David Ginis, Joe Kozuch, Rachel Morr, Chris Schloemann, Carol Stone

Absent: Jennifer Chappel, Sharon Mortensen, Alex Rapanos

Kozuch presented the minutes from September 20, 2023 for approval. Schloemann motioned to approve the minutes and Ginis seconded the motion. Minutes were unanimously approved.

Director of Community Affairs Selina Harris reviewed the Center City Strategic Plan of 2020-2023 and the draft plan of work for 2024.

Kozuch provided a report on actions of the governance and sustainability committee.

Ginis provided a report on physical Improvements committee.

The board considered a request for Façade Improvement Funding in the amount of \$5,000 from Dean Witherspoon for improvements to his commercial property at 2501 Washington Street. The following resolution was presented. Schloemann motioned for support, seconded by Barth.





*WHEREAS the Physical Improvements Committee of the Center City Authority (CCA) reviewed and recommends for approval the façade application for improvements that include landscaping, fencing, soffit and fascia and lighting from Dean Witherspoon for property he owns at 2501 Washington Street; 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 landscaping improvements at 2501 Washington Street and that disbursement shall occur in accordance with CCA Façade Improvement Program guidelines.*

The Façade Improvement Application for 2501 Washington Street was unanimously approved.

Kozuch provided an update on new Center City businesses.

Meeting adjourned 3:30 p.m.

Center City Strategic Plan 2024-2026

Mission and Vision	Vision Elements	Goals/Objectives	Measures
<p>MISSION <i>To provide an environment for success that leads to sustainable economic growth in the Center City Area</i></p>	<p>Economic Development</p> 	<ol style="list-style-type: none"> Center City Redevelopment Plan Phase II Leverage resources with other community business groups (MBA, SBDC) to attract new businesses into Center City Seek funding solutions (e.g. maintenance fund) to maintain infrastructure and beautification improvements long term 	<ol style="list-style-type: none"> % completion of streetscape # new businesses Increase in cohesiveness Increase in funding
<p>VISION <i>Center of Opportunity in the Heart of the City</i></p>	<p>Marketing & Engagement</p> 	<ol style="list-style-type: none"> Seek creative resources to develop and manage marketing efforts (social marketing, etc.) Regularly communicate status of improvements to all stakeholders Continue to engage with other stakeholders to encourage event planning in Center City that supports Center City efforts (include Signature Event as launch) 	<ol style="list-style-type: none"> Increased engagement Increase in awareness Attendance at Center City events Increased business/sales
	<p>Physical Improvements</p> 	<ol style="list-style-type: none"> Continue implementation of the façade program Use of Center City flag poles Continue beautification efforts 	<ol style="list-style-type: none"> % completion of streetscape # new businesses Increase in cohesiveness Positive public perception

ECONOMIC DEVELOPMENT

Goals/Objectives		Tasks/Activities	Timeline	Champion/Committee	Target/Measure
1	Phase II Redevelopment Plan (Saginaw Rd from Dartmouth to Manor)	Develop Phase II Steering Committee	1Q24 (Mar)	Gov. & Sustainability	Steering Committee Established
		Review and prioritize Phase II concepts; establish cost estimates	3Q24 (Sept)	Gov. & Sustainability	*Property owner conversations; *District communications and opportunities for input; *City Council approval of Phase II plan
		Develop funding plan for Phase II	3Q24 (Sept)	Gov. & Sustainability	*Potential funders identified; *Grant resources identified;
2	Leverage resources with other community business groups (MBA, SBDC) to attract new businesses into Center City	Develop a business attraction model to attract development and businesses to Center City	3Q24	Gov. & Sustainability	*Creation of development brochure *Committee representation from MBA/Economic Development
3	Seek funding solutions to maintain infrastructure and beautification improvements long term	Determine the long-term maintenance needs of district	4Q24	Gov. & Sustainability	*Capital Improvement Plan updated *Long-term maintenance funding sources identified
		Develop a plan for funding maintenance and improvement of infrastructure	4Q24	Gov. & Sustainability	

MARKETING

Goals/Objectives		Tasks/Activities	Timeline	Champion/Committee	Measure and Target
4	Seek creative resources to develop and manage marketing efforts (social media marketing, etc.)	Reestablish Marketing Committee	2Q24	Gov & Sus	Marketing committee meeting on a regular basis
		Recruit members to fill marketing roles on Marketing Committee	2Q24	Gov & Sus	Marketing committee members contributing to Center City marketing efforts
		Develop an overall marketing plan and annual calendar of communications	4Q24	Marketing	Marketing plan developed and implemented
5	Regularly communicate status of improvements to all stakeholders	Integrate updates on façade improvements and redevelopment into overall calendar of communications	ongoing	Marketing	Regular communications to district
		Update communication list and contacts	ongoing	Marketing	Updated contacts list
6	Explore appropriate events for Center City business district	Identify strengths and opportunities for Center City events	3Q24	Marketing	Partner list created
		Establish business engagement and support for event(s)	4Q24	Marketing	Engaged Center City businesses participating in event(s)
		Develop a framework for hosting and handling events	4Q24	Marketing	Events policy created for Center City
		Explore a Center City Signature Event	4Q24	Marketing	Signature event identified

PHYSICAL IMPROVEMENTS

Goals/Objectives		Tasks/Activities	Timeline	Champion/Committee	Measure & Target
7	Continue implementation of the façade improvement program	Review and update the program to incentivize participation	3Q24	Physical Improvement	Committee review of program
		Obtain feedback from owners on what is needed for façade assistance	4Q24	Physical Improvement	Survey district; business conversations
		Improve FIP marketing (document, website, on-line application)	4Q24	Physical Improvement	New FIP document, application, website
8	Center City Flag Pole Policy	Research and develop policy and guidelines for community to use Center City flag poles	2Q24	Physical Improvement	Flags policy Community Use of Center City flag poles
9	Identify physical improvement projects within district / continue maintenance of existing improvements	Identify district aesthetic enhancement opportunities	4Q24	Physical Improvement	Survey district; business conversations Develop list of potential enhancement opportunities
		Research funding plan for maintaining/replacing existing beautification efforts	3Q24	Gov & Sus	Developed plan
		As funding is secured, identify new beautification efforts	Ongoing	Physical Improvement	100% completion



**Center City Authority
Governance & Sustainability Committee Meeting
Tuesday, February 13, 2024 ~ 2 p.m.
Via Zoom**

In attendance: Joe Kozuch, Scott Marquiss, Sharon Mortensen, Carol Stone
Absent: Ajay Middha,

The January 9, 2024 Governance and Sustainability Committee minutes were presented for approval. Marquiss moved approval. Seconded by Kozuch. Minutes were approved.

Discussed next steps of the Center City Redevelopment Plan, phase II which will include a conversation with MKSK regarding the 2018 concepts, development of a Phase II steering committee, and possible alignment with a marketing firm.

Harris reviewed the CCA's proposed 2024-25 fiscal year budget.

Reviewed the draft agenda for the February 21, 2024 Center City Authority Board.

Meeting adjourned 2:40 pm