



DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors Meeting

Wednesday, March 13, 2024 3:00 p.m.

Midland City Hall ~ City Council Chambers

1. Roll Call: Bobbie Arnold, Paul Barbeau, Bo Brines, Britney Hyde, Michael Jones, Brad Kaye, David Kell, Jon Lauderbach, Jim Malek, Marty McGuire, Chris Moultrup, Kevin Scorsone, Tony Stamas
2. Approval of the DDA Minutes from the meetings of November 8, 2023 DDA meeting – *Scorsone*
3. Welcome new DDA Board Member Michael Jones, owner Element Salon and Day Spa / AVEDA
4. Recognize outgoing DDA Board Members Marty McGuire and Bobbie Arnold
5. Presentation of the draft Downtown Midland Development and Tax Increment Financing Plan
Paul Lippens, McKenna
6. Presentation of the 2024-25 Draft DDA Budget - *Harris*
7. Committee Reports
 - a. Executive Committee – *Scorsone*
 - b. Economic Sustainability Committee – *Scorsone*
 - c. Marketing and Events – *Loeffler*
 - d. Midland Downtown Business Association - *Neumeyer*
8. Public comments regarding items that are not on this agenda
9. New Business
10. Adjourn

**Shopping Area Redevelopment Authority (SARA) Board
to meet immediately follow the DDA Board adjournment**

Next Regular DDA Board Meeting

Wednesday, May 8, 2024



**DOWNTOWN DEVELOPMENT AUTHORITY
Board of Directors Minutes of the meeting held
November 8, 2023, 3:00 p.m. Midland City Hall**

Call to Order: 3:00 p.m.

Attending: Bobbie Arnold, Paul Barbeau, Bo Brines, David Kell, Jim Malek, Marty McGuire, Chris Moultrup, Kevin Scorsone, Tony Stamas **Absent:** Brittney Hyde, Brad Kaye, Jon Lauderbach

Meeting called to order at 3:00 p.m.

Minutes were presented for the DDA Board meeting held September 13, 2023. McGuire moved approval, seconded by Arnold. Minutes were unanimously approved.

Dave Van Haaren director of economic development for Triterra presented on the projected Odd Fellows Building Redevelopment Project. The presentation included the project summary, history and the impact the project will have to the DDA. Laura Stowell, director of fiscal services for the City of Midland, provided information regarding the tax deferral impact on the DDA.

Chairman Moultrup recused himself from the conversation due to a business conflict with the project. Vice Chair McGuire introduced the request from Triterra/Monarch acknowledging the projects tax implications to the DDA. Stamas moved the following resolution seconded by Brines.

*WHEREAS, the Midland Downtown Development Authority (DDA) has been presented with a redevelopment plan by Triterra / Monarch for the redevelopment of property located at 116 Rodd Street in Downtown Midland; and
WHEREAS, the developer is pursuing approval of a Brownfield Plan that provides for tax increment financing as a means to reimburse the developer for eligible costs; and
WHEREAS, these taxes are part of the DDA's current tax capture and the DDA must agree to forgo additional future tax capture on improvements to these parcels for a period of up to, but not to exceed, 23 years; now therefore
RESOLVED that the DDA hereby approves, in concept, the brownfield development agreement as presented and authorizes DDA Vice Chair Marty McGuire to sign the agreement document in its final form in consultation with the city attorney and city manager.*

Voted to support the action: Arnold, Barbeau, Brines, Kell, Malek, McGuire, Scorsone, Stamas

Voted to oppose the action: None

Recused: Moultrup

Resolution: Approved

Paul Lippens from McKenna presented an update on the DDA Long Range Strategic Plan including projected dates for next steps.

Harris provided an update on projects including a review of the 2023 Pedestrian Plaza Survey results and an update on the Downtown Restrooms and the Riverfront Redevelopment projects.

Moultrup provided an update on the activities of the executive committee. A project and partnership with the Midland County Historical Society to add two interpretive signs to the downtown streetscape highlighting the historical significance of properties was presented by Harris. McGuire moved the following resolution seconded by Scorsone.

*WHEREAS, the Midland County Historical Society (MCHS) expressed an interest in partnering with Downtown Midland to add historical interpretive signage tell the story of Downtown Midland's oldest and most-interesting structures; and
WHEREAS, the project has been reviewed and approved by City staff for zoning and signage regulations, and preferred locations along the streetscape; and
WHEREAS, the DDA executive committee has reviewed the proposal and recommends this partnership begin with consideration of historical signage for the Odd Fellows building and Midland County Courthouse; and
WHEREAS, the cost to produce and install each sign is estimated to be \$1,500; now therefore
RESOLVED, the DDA approves the allocation of \$3,000 in the current year budget to add the two aforementioned historical interpretive signs to the Downtown Streetscape.*

Voted to support the action: Arnold, Barbeau, Brines, Kell, Malek, McGuire, Moultrup, Scorsone, Stamas

Voted to oppose the action: None

Resolution: Approved

Moultrup provided an update on activities of the Economic Sustainability Committee. The committee recommends support of incubator application for Sassy & Chic Boutique, 135 Ashman Street. The following motion was made by And supported by McGuire.

*WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Michelle VanGilder, Sassy & Chic Boutique, 135 Ashman Street, and found all information acceptable and in order; now therefore
RESOLVED, that the Economic Sustainability committee recommends that the Downtown Development Authority grant said incubator application and provide lease subsidy in the following amounts:*

- *\$804.50/month for the first six months of the program;*
- *\$537.97/month for the second six months of the program; and*
- *\$273.53/month for the last six months of the program.*

Voted to support the action: Arnold, Barbeau, Brines, Kell, Malek, McGuire, Moultrup, Scorsone, Stamas

Voted to oppose the action: None

Resolution: Approved

The Economic Sustainability Committee recommends support of incubator application for Ashman Cuts, 204 Buttles Street. The following motion was made byand supported by Arnold.

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Kristi Ernst, Ashman Cuts, 204 W. Buttles Street, and found all information acceptable and in order; now therefore

RESOLVED, that the Economic Sustainability committee recommends that the Downtown Development Authority grant said incubator application and provide lease subsidy in the following amounts:

- *\$750.00/month for the first six months of the program;*
- *\$495.00/month for the second six months of the program; and*
- *\$255.00/month for the last six months of the program;*

and

RESOLVED FURTHER, that incubator payments shall begin the month following the opening of this business to the public.

Voted to support the action: Arnold, Barbeau, Brines, Kell, Malek, McGuire, Moultrup, Scorsone, Stamas

Voted to oppose the action: None

Resolution: Approved

The Economic Sustainability Committee also recommends support of the façade application for Rose Wilde Corporation, 222 E. Main Street. The following motion was made by Scorsone and supported by McGuire.

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority (DDA) has reviewed the façade application from Jacqueline Bradley, Rose Wilde Corp., for property at 222 E. Main Street, and found the application to be acceptable and in order; now therefore

RESOLVED, that the Economic Sustainability committee recommends the Downtown Development Authority approve a façade matching grant not to exceed \$2,665.00 with payments to be made according to program guidelines for façade improvement projects as applied for and completed at 222 E. Main Street.

Downtown Event Coordinator Kristina Loeffler reported on upcoming Holiday events taking place in Downtown Midland.

Midland Downtown Business Association (MDBA) President Dustin Neumeyer reported an update on the Shopping Area redevelopment Act (SARA) and additional activities of the MDBA.

Meeting adjourned 4:01 pm



To: Midland Downtown Development Authority

From: Selina Harris, community affairs director

Re: Draft DDA Development and TIF Plan

In March 2023, the Downtown Development Authority (DDA) contracted with McKenna Associates to undertake an update to Downtown Midland's Development and Tax Increment Financing Plan (Plan).

This Plan will help guide Downtown Midland's projects and funding plans for the next 30 years. It is the result of extensive outreach and input from Downtown Midland stakeholders, including the boards that direct Downtown Midland, residents, businesses, and property owners of the district, and Midland residents and visitors who enjoy the shopping, dining, entertainment options found in Downtown Midland.

Based on input received, the Plan includes a comprehensive list of projects Downtown Midland could pursue. It is important to note that the timeline for these projects is flexible, and projects may move forward, be delayed, or not pursued at all based on further evaluation. Similarly, the cost estimates provided in the Plan are high-level estimates and may not reflect the project's final costs at the time of implementation.

In accordance with Michigan Public Act 57 of 2018, a Downtown Midland Development Area Citizens Council (DACC) was formed, and nine residents living within the boundaries of the DDA district were appointed to review the Plan from the perspective of a district resident. The minutes reflecting the DACC's review of the Plan are attached for your review.

The goal of the Plan is to create a vibrant and sustainable downtown that meets the needs of residents, businesses, and visitors alike. The Plan focuses on projects that enhance the quality of life, promote economic development, and preserve the character of Downtown Midland.

This Plan will help ensure the long-term success of Downtown Midland and underscore the district's importance to the Midland community and Great Lakes Bay region.

Today's action formally transmits the draft Plan for DDA review and provides the document for public review and comment.

The DDA Board will hold a public hearing on the Plan and make final revisions at its May 8, 2024 meeting. After the DDA adopts the Plan, it will be recommended to the Midland City Council for formal public review and consideration of final adoption.

We look forward to your input on the draft Plan and working together to finalize a Plan to benefit the entire community.



**Development Area Citizens Council
MINUTES
March 4, 2023 1:30 pm ~ Midland City Hall**

Attended: Tom Adams, Mike Hayes, Lola Kennedy, Jim Malek, Joel Spickerman, Devon Thompson, Ralph Wirtz **Absent:** Chris Edwards, Melissa Wachowski

The committee provided introductions

Harris reviewed the role of the Development Area Citizens Council (DACC) as provided in ...

Harris reviewed the contents of the Downtown Midland Development and Tax Increment Financing Plan.

The committee shared its enthusiasm for the progress and work taking place in downtown Midland and overall support for the plan. The following topics were discussed to emphasize or add to elements of the Plan:

- Encourage partnerships with Greater Midland and other organization that specialize in children's activities for downtown events;
- Revisit Farmer's Market leaving Downtown Midland; encourage some sort of Farm Market element in new riverfront space;
- Discussed pros and cons of Ashman-Rodd two-way restoration in the downtown district;
- Supported inclusion of four-way stops on Larkin and Ellsworth to minimize confused drivers;
- Publish parking maps emphasizing various parking opportunities and where overnight guests can park downtown without being ticketed;
- Be conscious of loud bands downtown after 9 pm;
- Give consideration to addition of EV charging stations downtown prior to Phase 3 (2033-44) as identified in the plan;
- Give consideration to revisiting restrictive on-site water retention regulations for new construction in the downtown district;

The DACC expressed gratitude for the opportunity to be involved in Downtown Midland's future and its desire to continue to give input as projects progress in Downtown Midland. They will be added to the email list for DDA Board packet distribution.

It was determined that no further meetings were necessary at this time. Harris will develop a draft document expressing the DACC's support of the Plan for the committee to review prior to its required submission at the City Council review stage.

Meeting adjourned at 2:25 pm.

DDA 2024-25 Proposed Budget

	2024-25 Proposed Budget
REVENUE	
Property Taxes Property Taxes	\$1,402,829
Miscellaneous Revenues	\$35,000
Transfers In	\$16,500
REVENUE TOTALS	\$1,454,329
EXPENDITURES	
Personal Services	\$469,185
Fixed Other Services	\$129,087
Operating Expenses	\$458,800
Transfers Parking Fund	\$81,000
Reserved for Contingencies	\$25,000
EXPENDITURE TOTALS	\$1,163,072
Excess Rev Over (Under) Expenditures	\$291,257
Capital Outlay	\$1,075,000
Fund Balance - Beginning of year	\$2,084,755



**DDA Executive Committee Meeting
Minutes
Wednesday, March 6, 2024 ~ 2:00 p.m.**

Attending: Moultrup, Scorsone, **Ex-Officio Member:** Dustin Neumeyer, MDBA President

Staff: Selina Harris **Absent:** Kell, McGuire

The minutes from the January 3, 2024 Executive Committee meeting were presented for approval. Scorsone moved approval, seconded by Moultrup. Minutes were approved.

Committee reviewed the draft DDA Development & TIF Plan and Harris shared the outcomes of the first Development Area Citizens Council meeting. Paul Lippens from McKenna will present the plan at the March 13 DDA Board meeting. Board will receive the report for public review. At the May meeting the board will hold a public hearing and consider recommendation to City Council for adoption.

Harris shared that Michael Jones, Element Salon and Day Spa, was appointed to fill the term of Cathy Bott. McGuire and Arnold have announced that they will step down when their terms expire on May 1.

Harris updated the committee on various projects of the DDA.

Reviewed and set the DDA board agenda for March 13, 2024 DDA Board Meeting. Scorsone will chair in the absence of both Moultrup and McGuire. Reviewed and set the agenda for March 13, 2024 SARA Board Meeting that will occur immediately following the DDA Board meeting.

Meeting adjourned at 2:50 p.m.

Next Executive Committee Meeting: Wednesday, May 8, 2024



DDA Economic Sustainability Committee
Minutes
Wednesday, February 28, 2024 at 3:00 p.m.

Attending: Brines, Barbeau, Hyde, Moultrup
Absent: Lauderbach, Scorsone

The minutes from the October 25, 2023 Economic Sustainability Committee meeting were presented for approval. Barbeau motioned for approval, seconded by Hyde. Minutes were approved.

Harris provided updates on several downtown projects including: renewal of the DTM social district by December 31, 2024; holiday lighting recommendation from the Midland Downtown Business Association; plans for the 2024 Pedestrian Plaza; geosurvey status of the Riverfront Redevelopment project; status of the downtown restroom project; and the DDA Long Term Strategic Plan / DACC moving to DDA for review on 3/13.

Committee discussed various downtown business changes and activities

Meeting adjourned at 4:15 pm



**Midland Downtown Business Association
Board Meeting Minutes
Thursday, February 8, 2024 ~ Pizza Sam's**

Attending: Buzzell, Johnson, Kepler, Levy, Lyons, Neumeyer, Orvosh, Retzloff, Schefsky, Wojda
Not Attending: Mundhenk, Scorsone, Whitted

The January 11, 2024 minutes were presented for approval. Johnson motioned for approval, seconded by Buzzell. Minutes were approved.

The November 2023 Treasurer's report was presented for approval. Retzloff motioned for approval, seconded by Wojda. Treasurer's report was approved.

Welcomed Ali Orvosh, owner of FILL, to the board. Ali fills a vacancy left by Sue Moody.

Harris shared the Downtown Midland Welcome packet that is being revamped. Board members were asked to review and share any additional material that should be included in this document shared with downtown businesses.

Harris shared an update on the conversation with the DDA regarding holiday lighting. DDA was willing to set aside \$43K in the 2025 budget for holiday lighting considerations. MDBA needs to develop a spending plan (whole district including East End, Ellsworth and side streets). Kepler provided an update on bringing together retailers in the district. Neumeyer and Harris shared information from conversation with WhizBang Retail Training Coach Bob Negan and a \$12,000 three-part series he'd be willing to do for Downtown Midland.

Harris provided updates on other downtown projects including restrooms, riverfront, and the DDA long-range strategic plan.

Board reviewed the 2024 Events Calendar. Suggested that the Farmers Market be added to the back side, recurring events. Schefsky moved for support of the established calendar, seconded by Kepler. Event calendar approved.

Reviewed status of upcoming events including Lunar NY, Shamrock Sip n Strut, Northwood Mannequin Night and Spring Fever.

Reviewed the February 3 Sweet Escape event.

Meeting adjourned at 9:30 a.m.