



DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors Meeting

Wednesday, May 8, 2024 3:00 p.m.

Midland City Hall ~ City Council Chambers

1. Roll Call: Paul Barbeau, Bo Brines, Britney Hyde, Michael Jones, Brad Kaye, David Kell, Jon Lauderbach, Jim Malek, Chris Moultrup, Kevin Scorsone, Tony Stamas
two board vacancies
2. Approval of the DDA Minutes from the meetings of March 13, 2024 DDA meeting –*Moultrup*
3. Draft Downtown Midland Development and Tax Increment Financing Plan - *Harris*
 - a. Hold Public Hearing on the Plan
 - b. Consider Resolution to recommend the Plan to Midland City Council
4. Confirmation of DDA interest in supporting Buttles Street Redesign elements
 - a. Action Item
5. Recommendation on Downtown Midland Social District
 - a. Action Item
6. Committee Reports
 - a. Executive Committee – *Moultrup*
 - b. Economic Sustainability Committee – *Scorsone*
 - i. *Action Item: Iron Dame Incubator*
 - ii. *Action Item: Sassy n Chic Facade*
 - c. Marketing and Events – *Loeffler*
 - d. Midland Downtown Business Association - *Neumeyer*
7. Public comments regarding items that are not on this agenda
8. New Business
9. Adjourn

Next Regular DDA Board Meeting
Wednesday, July 10, 2024



DOWNTOWN DEVELOPMENT AUTHORITY
Board of Directors Minutes of the meeting held
March 13, 2024, 3:00 p.m. Midland City Hall

Call to Order: 3:00 p.m.

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

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

Minutes were presented for the DDA Board meeting held November 8, 2023. Stamas moved approval, seconded by Brines. Minutes were unanimously approved.

Scorsone welcomed Michael Jones, owner of Element Salon and Day Spa, to the Downtown Development Authority Board.

Scorsone recognized the outgoing Downtown Development Authority Board members Marty McGuire and Bobbie Arnold and thanked both of them for their years of service.

Paul Lippens from McKenna presented an overview of the Downtown Midland Development and Tax Increment Financing Plan including projected dates for next steps. The DDA Board will hold a public hearing on the draft 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.

Harris provided an overview of the 2024-2025 Downtown Development Authority's drafted budget. Arnold moved to approve the drafted budget and Malek seconded. Drafted budget was unanimously approved and will be presented to City Council at a meeting in April.

Scorsone provided an update on the activities of the executive committee.

Scorsone provided an update on activities of the economic sustainability committee.

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

Midland Downtown Business Association (MDBA) President Dustin Neumeyer reported an update on the board elections and additional activities of the MDBA.

Meeting adjourned 3:40 pm



May 3, 2024

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 draft Plan was presented to the DDA Board at its March 13, 2024 meeting. The Plan was made available for public review and comment and a public hearing on the document scheduled for the May 8, 2024 DDA Board meeting.

One written comment on the plan was submitted by resident John Muste. That correspondence is attached for your consideration.

This Plan will help guide Downtown Midland's project development and funding plans for the next 20 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.

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.

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.

The attached resolution indicates the DDA's adoption of the Plan as submitted or amended and recommends the document to Midland City Council for consideration and approval as specified in PA 57 of 2018.

From: johnmuste@chartermi.net <johnmuste@chartermi.net>
Sent: Wednesday, March 20, 2024 9:08 PM
To: Harris, Selina <sharris@midland-mi.org>
Subject: Downtown Midland Development Plan Suggestions

I would like to suggest incorporation of a couple of objectives into the Downtown Midland Development Plan that is currently being updated.

1. Work with MDOT to identify and implement an alternate route to Buttles/Indian for M-20 pass-through traffic.
 - M-20 traffic has and will continue to grow.
 - Most stakeholders agree that M-20 traffic now presents a formidable barrier to connectivity and growth for the downtown area.
 - Plans are in place to reduce Buttles to two through lanes with turn lanes. This will slow traffic and be safer but does reduce the volume of traffic.
 - No changes are planned for Indian.
 - One example of an alternative for rerouting M-20 pass-through traffic that could be evaluated:

M-20 could be routed south of the Tittabawassee river to link with Poseyville Rd.

 - A new bridge across the Chippewa River would be needed.
 - This would remove M-20 pass-through traffic from downtown.
 - The existing route could then be an M-20 business route for traffic that desires to come downtown.
 - This would be a win/win for Downtown as well as M-20 pass-through traffic since it is more direct with fewer stops.
2. Work with MDOT and or implement signage to have some Business 10 traffic use Saginaw Rd. as they desired.
 - This would take some of the Business 10 load off downtown.
 - The Saginaw Rd. option would provide visitors with access to multiple commerce offerings and Center City.
 - The existing business 10 route should remain for getting visitors from the east to downtown, Northwood, golf courses, Dow Gardens, CFTA etc.

The above would be consistent with the draft City Modern Plan since the Planning Commission just approved including the following initiative on p.14 under the goal, "Support the continued revitalization of Downtown." :

"Work with MDOT to ensure that the M-20 / Business Route US-10 does not create a barrier to the growth of Downtown Midland and that negative externalities such as excess noise and traffic speeds are mitigated to the extent feasible."

Could this message be an input for the public hearing on the DDA plan that I believe is scheduled for the May DDA meeting?

I would also be interested in any comments you might have on this.

Thanks,
John Muste
4900 Oakridge Dr.
989 948 7096

WHEREAS, Section 214 of PA 57 of 2018, the Recodified Tax Increment Financing Act (the Act) requires that when the Downtown Development Authority (DDA) determines necessary for the achievement of the purposes of the Act, it shall prepare and submit a tax increment financing plan, including a development plan to the governing body of the municipality; and

WHEREAS the proposed Midland Downtown Development Authority Development Plan and Tax Increment Financing Plan, dated March 2024 has been prepared pursuant to the provisions of PA 57 of 2018 and meets the requirements of that Act; and

WHEREAS the proposed Midland Downtown Development Authority Development Plan and Tax Increment Financing Plan is necessary to enable captured tax increment revenues to be used to support redevelopment and reinvestment in the development area, as envisioned in the Development Plan, and City of Midland Master Plan; and

WHEREAS the proposed Midland Downtown Development Authority Development Plan and Tax Increment Financing Plan provides for implementation of public improvements and actions designed to promote economic growth for the City, the DDA and the Development Area; now therefore

RESOLVED, the DDA hereby adopts the proposed Midland Downtown Development Authority Development Plan and Tax Increment Financing Plan, dated March 13, 2024, as presented; and

RESOLVEDE FURTHER, the DDA hereby transmits said Plan to the Midland City Council and asks that City Council proceed with the process for approval as specified in PA 57 of 2018, including setting a date for a public hearing on the Plan, and giving notice of said hearing as required.

Presented to the Midland Downtown Development Authority on May 8, 2024:

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Recused:

Vote:



May 1, 2024

To: Midland Downtown Development Board of Directors

From: Selina Harris, Community Affairs Director

Regarding: Buttles & Indian Corridor Improvement Update - *Elements and Consideration of Funding*

The Downtown Development Authority’s Long-Range Strategic Plan includes a goal of participating in and supporting improvements to the Buttles and Indian Corridor Improvement Project. On March 8, 2023, the DDA board approved a resolution indicating the DDA’s interest in financially supporting various elements of this redesign effort.

At the time, the specific support included burying overhead utilities and constructing a 10-foot pedestrian pathway on Buttles and the addition of decorative street lights and traffic control mast arms in the Downtown Midland portion of both Buttles and Indian Streets.

In 2023, the Michigan Department of Transportation (MDOT) estimated the cost for these elements to be \$4,535,000.00. The 2024 adjusted estimated cost for these elements within the DDA boundaries is now estimated to be \$4,974,221.00.

The updated costs are as follows:

	DDA share 2023	DDA share 2024	
Bury Overhead Utilities	\$2,100,000	\$2,101,200	<i>100% within the DDA limits; Buttles only</i>
Bike path	\$110,000	\$ 243,167	<i>10-foot path with buried utilities; 6-foot path with overhead utilities as they exist Buttles Only</i>
Decorative street lights	\$1,875,000	\$2,340,084	<i>38.2% within DDA limits; Buttles & Indian</i>
Decorative mast arms	\$450,000	\$ 289,770	<i>68.8% within DDA limits; Buttles & Indian</i>
Total:	\$4,535,000	\$4,974,221	Funding needed by July 1, 2025

This project area sits at the northern boundary of the DDA district and is a significant entranceway for motorists traveling to Downtown Midland. The transition of this roadway to a two-lane profile provides new opportunities to improve safety for motorized and non-motorized transportation, encourages economic development in the corridor, enhances inter-neighborhood connectivity and mobility, and develops a corridor that better reflects current roadway design standards and best practices for both motorized and non-motorized uses.

Without the DDA’s financial support of these added elements, the Buttles Street redesign will likely consist of the utility lines remaining as they currently exist, the addition of a six-foot pathway, corridor lighting as it currently exists and standard hanging traffic lights.

MDOT anticipates that the Buttles Street reconstruction project will begin in Spring 2026. DDA funding would need to be identified and secured by July 1, 2025.

The DDA fund balance at the end of the upcoming fiscal year (2024-25) will be \$1,296,199 if scheduled capital spending occurs on the downtown restroom project, a portion of the riverfront redevelopment project, and improvements to the Larkin Parking Structure.

The DDA is encouraged to hold a discussion to prioritize upcoming capital projects and reaffirm its commitment to supporting the Buttles Street redesign elements.



Scheduled Downtown Capital Projects:

Riverfront Redevelopment	\$14,000,000
Buttles Street Redesign Elements	\$ 4,974,221
Downtown Restrooms:	\$ 500,000
Larkin Parking Structure:	\$ 75,000
Streetscape Phase II	TBD

The public is invited to attend an open house hosted by MDOT on Thursday, May 23 from 4-6 pm in Midland City Hall Council Chambers to review progress made on the US-BR10 redesign and learn about identified next steps for the project.

The attached resolution for your consideration expresses the DDA's continued interest in pursuing funding options in the amount of \$4,974,221.00 to support elements that will enhance the Buttles Street redesign and further directs staff to continue developing funding scenarios to be considered by the DDA at an upcoming meeting.

WHEREAS, the Downtown Development Authority indicated in its Long-Range Strategic Plan a desire to participate in discussions and support improvements to the Buttles and Indian Corridor Improvement Project; and

WHEREAS, Buttles Street is located along the northern boundary of the DDA district and is a significant entranceway for motorists traveling to Downtown Midland; and

WHEREAS, the Michigan Department of Transportation (MDOT) communicated additional enhancement opportunities available as a result of the planned Buttles Street redesign that present a cost-effective opportunity for the DDA to invest in the corridor, if so desired; and

WHEREAS, these opportunities include burying overhead utilities, constructing a 10-foot pedestrian pathway, and the addition of decorative street lights and traffic control mast arms; and

WHEREAS, the DDA board unanimously passed a resolution on March 8, 2023 supporting the Buttles Street elements a cost of \$4,535,000.00; and

WHEREAS, MDOT has now updated these costs to \$4,974,221 with funding needed by July 1, 2025; now therefore

RESOLVED, the DDA reaffirms its desire to financially support the Buttles Street redesign elements including burying overhead utilities, constructing a 10-foot pedestrian pathway, the addition of decorative street lights and traffic control mast arms at an updated cost of \$4,974,221.00; and

RESOLVED FURTHER, that staff is directed to develop funding scenarios to support this work and report back to the DDA Board for further consideration.

Presented to the Downtown Development Authority Board on May 8, 2024

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Abstain:

Vote:



May 3, 2024

To: Midland Downtown Development Authority

From: Selina Harris, community affairs director

Re: Downtown Midland Social District Extension

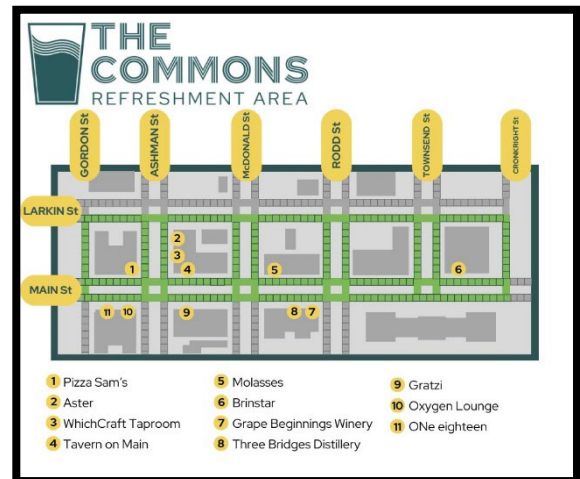
In 2020, the State of Michigan enacted legislation that created social districts - defined areas within a downtown district where adult beverages can be sold by licensed businesses and consumed within a designated outdoor area. This original legislation was scheduled to sunset on December 31, 2024.

In March 2021, Midland City Council approved the establishment of the Downtown Midland Social District, commonly known as The Commons Refreshment Area, and aligned its existence with the December 31, 2024 sunset of the legislation.

In March 2022, the State of Michigan modified this legislation to eliminate the December 31, 2024 sunset clause; social districts are now allowed without an ending date.

Locally, however, Downtown Midland must request that City Council modify its approval of the Downtown Midland Social District to match the modified State legislation and continue beyond December 31 of this year.

It's important to make a distinction here that this item only pertains to the Social District/The Commons area (adult beverages to go) and NOT the pedestrian plaza, which is the two-blocks of pedestrianized area activated June through September.



Currently the Downtown Midland Commons includes 10 licensed beverage providers. They are: Aster, Brinstar, Grape Beginnings Winery, Gratzi, the H (ONE Eighteen, Oxygen), Molasses, Pizza Sam's, Tavern on Main, Three Bridges Distillery and WhichCraft Taproom.

The popularity of our The Commons has grown in its first three years. We track this via the number of Commons labels printed (these labels are required for each Commons beverage sold). In 2022, 29,500 labels were produced. In 2023 that number saw a 54% increase as 45,500 labels were produced. Already in 2024, 15,000 Commons labels have been produced.

Eight of the ten Commons beverage providers responded to a survey regarding extension of this opportunity in Downtown Midland (one business did not respond to the survey; one business had only recently received their Commons license). All responding businesses agreed or strongly agreed that The Commons should continue, noting increases in sales, customer exposure and the unique experience The Commons offers downtown.

Via an online survey, all downtown businesses had the opportunity provide feedback on the benefits or concerns they have with The Commons. Twenty-nine businesses provided feedback with 89% of the respondents saying their business has had extremely positive or positive experiences with The Commons.

Businesses reported numerous positive benefits including the opportunity to attract more people to Downtown Midland, increased sales and more exposure to new customers. Concerns reported by downtown businesses include wanting to make sure the opportunity is used responsibly so that it can be maintained.

A full report of all survey responses is attached for your review.

Outreach to the Midland Police Department also shows that Downtown Midland has very few alcohol-related instances with no violations directly attributed to The Commons.

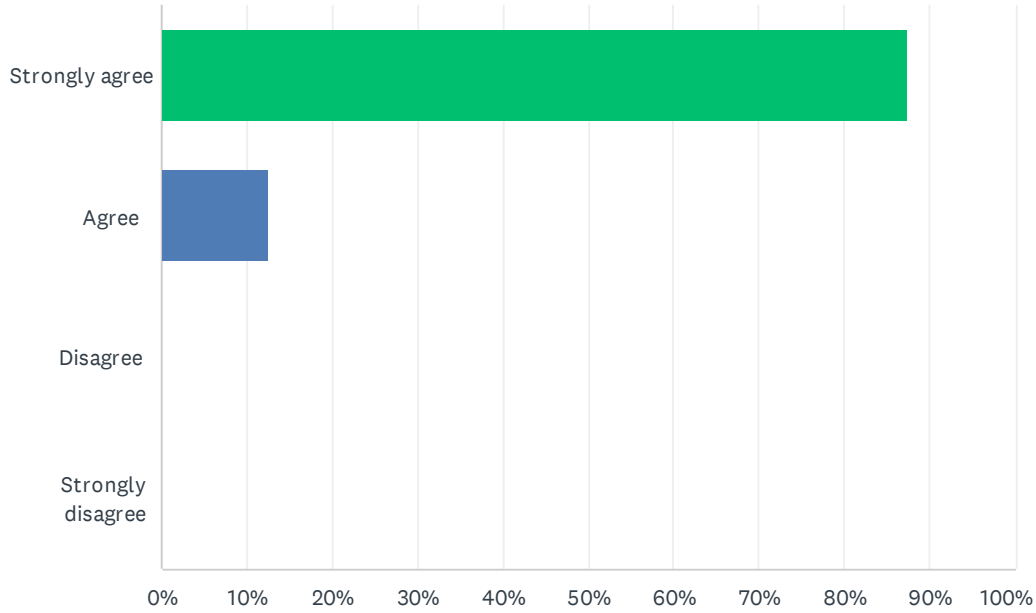
Currently 115 communities across Michigan have approved social districts with Bay City and Midland being the only social districts in the Great Lakes Bay region.

At this time, it would be feasible for the DDA to have a conversation about its interest in requesting that City Council amend the Downtown Midland Social District to align with the revised State legislation and remove the December 31, 2024 sunset of this feature. If there is further information the DDA would like collected, that can certainly be accommodated. If the DDA is ready to move forward with a recommendation, a resolution is attached for consideration.

Survey of Commons Beverage Providers

Q1 The Downtown Midland Social District should be extended beyond its expiration of December 31, 2024?

Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	87.50%	7
Agree	12.50%	1
Disagree	0.00%	0
Strongly disagree	0.00%	0
TOTAL		8

Survey of Commons Beverage Providers

Q2 How has the social district benefitted your business?

Answered: 8 Skipped: 0

#	RESPONSES	DATE
1	Lots of traffic on to-go cocktails.	4/10/2024 1:08 PM
2	In creases sales and traffic flow in all parts of our business	4/2/2024 10:33 AM
3	Allows us to have sales during special events when the weather is nice and people don't want to be inside.	3/25/2024 10:51 PM
4	Our sales increase by 30-40% in the summer months due to the road closure and the commons social district. We sold ~21,000 commons to go cups last year which a majority of those sales we wouldn't get if the social district went away. People would still sneak in their own drinks to watch the downtown music so it's beneficial to local businesses to be able to sell to the public.	3/25/2024 9:05 PM
5	Allowed us to sell more product (on busy evenings, roughly a 10% increase)	3/22/2024 2:59 PM
6	yes	3/22/2024 2:16 PM
7	The social district impacts our business in a large way - togo alcohol sales contribute to nearly 15% of our total sales from May - Oct.	3/22/2024 1:05 PM
8	Our to go sales are huge in the summer when the outdoor concerts are going on and or when people just want to browse the Downtown area. Winter sales are minimal but people love this option.	3/22/2024 12:53 PM

Survey of Commons Beverage Providers

Q3 What concerns do you have about the social district?

Answered: 8 Skipped: 0

#	RESPONSES	DATE
1	Maybe some businesses not IDing correctly or over-serving.	4/10/2024 1:08 PM
2	Keeping it manageable in size as it is now so if there happens to be problems they can be taken care of	4/2/2024 10:33 AM
3	None	3/25/2024 10:51 PM
4	Nothing. The social district should be a year round closure where permanent seating and activities could be installed and have more social events all year.	3/25/2024 9:05 PM
5	None	3/22/2024 2:59 PM
6	Should consider expanding boundries to include over to Santa house and down to the river	3/22/2024 2:16 PM
7	That it will remain in perpetuity	3/22/2024 1:05 PM
8	None	3/22/2024 12:53 PM

Q6 Can you provide an estimated economic or exposure benefit that your business has experienced since the social district was established?

Answered: 6 Skipped: 2

#	RESPONSES	DATE
1	Lots of guests coming in just for to-go cocktails for main street concerts. Boost in bar sales.	4/10/2024 1:08 PM
2	A minimum of \$10,000 direct sales to outside. Maybe more if people came in for the first time and could have decided to come back and dine in at another time.	3/25/2024 10:51 PM
3	Roughly \$150,000-175,000 in additional sales	3/25/2024 9:05 PM
4	10% boost to beverage sales on busy nights	3/22/2024 2:59 PM
5	our business is on the premier corner for the commons live music series and it is ALWAYS busy for drinks during that time. in these times of economic downturn, this is major player in our sales goals for the year.	3/22/2024 1:05 PM
6	We sold an additional 1500 beverages with the social district in place.	3/22/2024 12:53 PM

Q7 Would you like to see the social district continue beyond December 31, 2024? Why or why not?

Answered: 8 Skipped: 0

#	RESPONSES	DATE
1	Yes. I think it is great for not only downtown Midland businesses but guests alike.	4/10/2024 1:08 PM
2	Yes The commons district helps bring ppl to our downtown and show off what we have to offer	4/2/2024 10:33 AM
3	Yes, please continue social district. As a community member, I think it is nice to have a beer on a walk or hang outside and play games.	3/25/2024 10:51 PM
4	Yes. See above. Our business would not be near as profitable without it.	3/25/2024 9:05 PM
5	Yes.	3/22/2024 2:59 PM
6	Great benefit to locals and to visitors to the area - can be used as a point of differentiation in marketing Midland as a destination to visit	3/22/2024 2:16 PM
7	Yes - it's a no brainer for engagement in the downtown district	3/22/2024 1:05 PM
8	Yes. When people are able to be outdoors but don't necessarily want to be cooped up in a certain businesses area this give them the flexibility to move around and buy from different places if not everyone likes wine or beer or mixed drinks	3/22/2024 12:53 PM

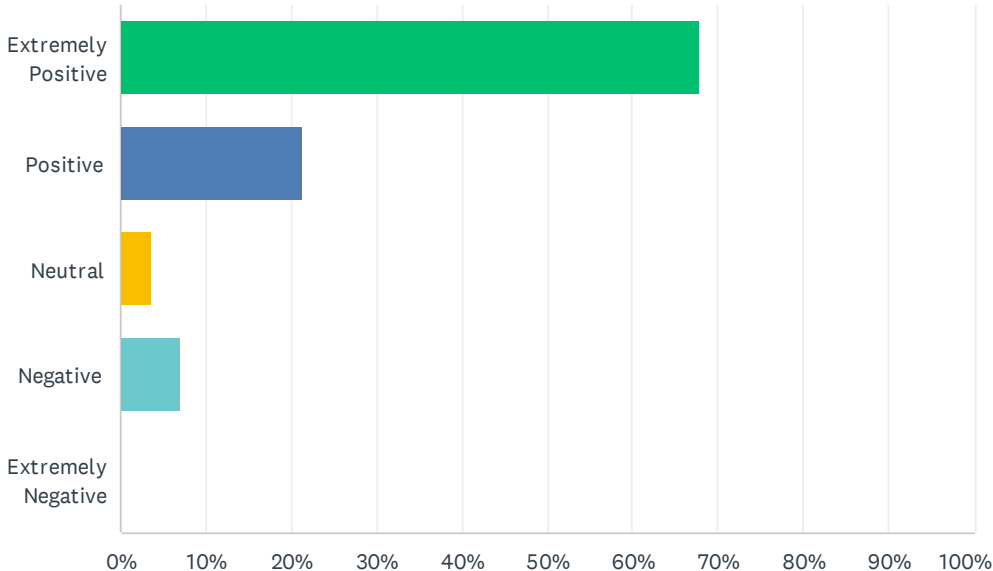
Q10 Your Business

Answered: 8 Skipped: 0

#	RESPONSES	DATE
1	Gratzi	4/10/2024 1:08 PM
2	Pizza Sams	4/2/2024 10:33 AM
3	Brinstar	3/25/2024 10:51 PM
4	THREE BRIDGES DISTILLERY & TAPROOM	3/25/2024 9:05 PM
5	WhichCraft Taproom	3/22/2024 2:59 PM
6	the H Hotel	3/22/2024 2:16 PM
7	Molasses	3/22/2024 1:05 PM
8	Grape Beginnings Winery LLC q	3/22/2024 12:53 PM

Q1 As a Downtown Midland business, what has been your experience with and observation of the Downtown Midland Social District?

Answered: 28 Skipped: 1



ANSWER CHOICES	RESPONSES	
Extremely Positive	67.86%	19
Positive	21.43%	6
Neutral	3.57%	1
Negative	7.14%	2
Extremely Negative	0.00%	0
TOTAL		28

Q2 How has the social district benefitted your business?

Answered: 23 Skipped: 6

#	RESPONSES	DATE
1	Brings more people downtown. Keeps businesses down here top of mind. The more sales my fellow businesses have, the more they spend with me to maintain their business.	4/30/2024 8:19 AM
2	Minimal, but I do see customers of mine with to go beverages.	4/29/2024 12:21 PM
3	The ability for customers to grab a drink along with their meal and walk the area.	4/29/2024 12:03 PM
4	Getting more passersby stopping in and inquiring about the Idea Center and Northwood. It also encourages more "of age" Northwood Students to come spend time at the Idea Center	4/29/2024 11:19 AM
5	Financially	4/29/2024 11:06 AM
6	More exposure with having people downtown.	4/25/2024 4:46 PM
7	We sometimes have higher turnover for tables in the summer when people get a 2nd drink and take it outside to walk down Main St. We are outside of the Pedestrian Plaza, so we are not front-of-mind for outside beverages. We have only been included in the Social District for 10 months and really only three months where we had much traffic. Social district sales represent approximately 8% of our beer & alcohol sales.	4/24/2024 1:13 PM
8	Increased sales	4/24/2024 11:37 AM
9	Happy people spend money.	4/23/2024 7:15 AM
10	It doesn't	4/22/2024 8:31 PM
11	Hasn't	4/22/2024 2:31 PM
12	Huge financial difference.	4/22/2024 1:39 PM
13	Great guest feedback regarding the ability to grab a drink and explore downtown	4/22/2024 1:31 PM
14	Benjamin F. Edwards & Co, Inc.	4/22/2024 12:29 PM
15	Allows us to Sell Beverages to-go. Increase of roughly 10% beverages certain times of year.	4/22/2024 11:43 AM
16	Hasn't benefitted our business directly, however having more people downtown helps us meet new potential clients	4/22/2024 11:20 AM
17	Makes downtown a social gathering place bringing more potential customers to downtown retail locations.	4/22/2024 10:18 AM
18	Does not	4/22/2024 10:06 AM
19	More people walking around downtown	4/22/2024 9:58 AM
20	Tri Star Trust	4/22/2024 9:51 AM
21	More customers!!	4/22/2024 9:44 AM
22	No benefit for us specifically, but we see our neighbor businesses benefitting.	4/22/2024 9:44 AM
23	NA	4/22/2024 9:36 AM

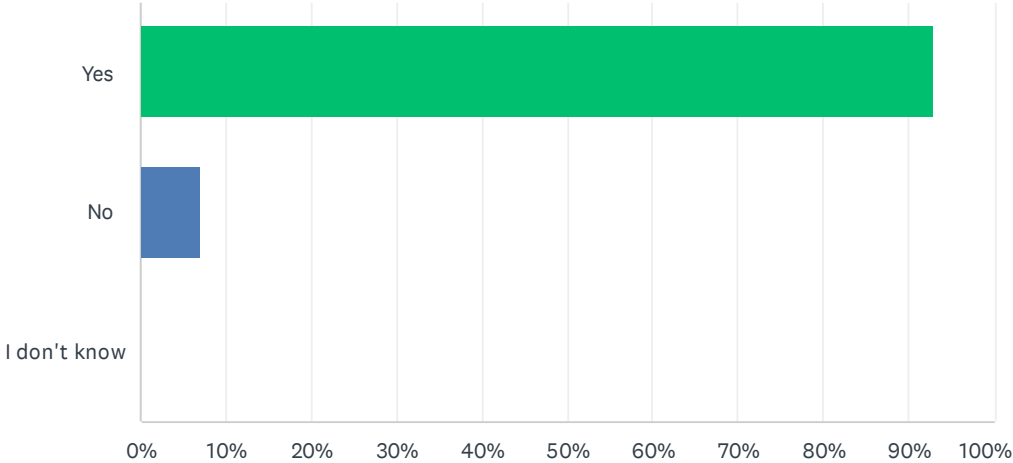
Q3 What concerns do you have about the social district?

Answered: 21 Skipped: 8

#	RESPONSES	DATE
1	That it might go away.	4/30/2024 8:19 AM
2	None.	4/29/2024 12:21 PM
3	Keeping the district small enough to maintain control of it and keep it safe for all to enjoy	4/29/2024 12:03 PM
4	None, I think it's amazing!	4/29/2024 11:19 AM
5	People complaining it's bad for no reason bc they don't like fun.	4/29/2024 11:06 AM
6	Taking adult beverages to go and operating scooters, one-wheels, and bicycles on the sidewalk is a concern.	4/25/2024 4:46 PM
7	We haven't experienced any troubles to date.	4/24/2024 1:13 PM
8	None	4/24/2024 11:37 AM
9	None	4/23/2024 3:22 PM
10	I don't want it to end. That's the concern. That it will end.	4/23/2024 7:15 AM
11	none	4/22/2024 1:39 PM
12	No Concerns - would love to see it expanded down to the Tridge	4/22/2024 1:31 PM
13	None	4/22/2024 11:43 AM
14	If all business are organized with it, if there are any people that will ruin it for the people who do it responsibly	4/22/2024 11:20 AM
15	Haven't experienced any issues so no concerns.	4/22/2024 10:18 AM
16	Safety. Uninformed police should be present.	4/22/2024 10:06 AM
17	none	4/22/2024 9:58 AM
18	none	4/22/2024 9:51 AM
19	People do really understand the difference between the social district and the pedestrian plaza.	4/22/2024 9:44 AM
20	None	4/22/2024 9:44 AM
21	NA	4/22/2024 9:36 AM

Q4 Would you like to see the social district continue beyond its current sunset date of December 31, 2024? Why or why not?

Answered: 28 Skipped: 1



ANSWER CHOICES	RESPONSES
Yes	92.86% 26
No	7.14% 2
I don't know	0.00% 0
TOTAL	28

Q4: Would you like to see the social district continue beyond its current sunset date of December 31, 2024? Why or why not?

Narratives:

We should continue it indefinitely. The public loves it, and there are virtually no issues with it.

I see it as a progressive addition to downtown. If it keeps people coming downtown and hanging out, it will be good for all of us.

Love the energy and social aspects it encourages. The more people can grab a drink and wander around downtown and explore, the better

Because it creates a great family environment and something to do in midland

It has been really nice seeing people gather with their friends and families and gives a vibrant feel to our downtown.

I think it makes Downtown cooler. With all the events, it is already a local destination and it is becoming a regional destination.

It's vital to lock in the social district for the long-term.

People enjoy it.

Brings the community together

Great differentiator when trying to attract tourism and enhance the guest experience.

I think it is great for the downtown are and a great way for people to see everything downtown Midland has to offer and meet new people

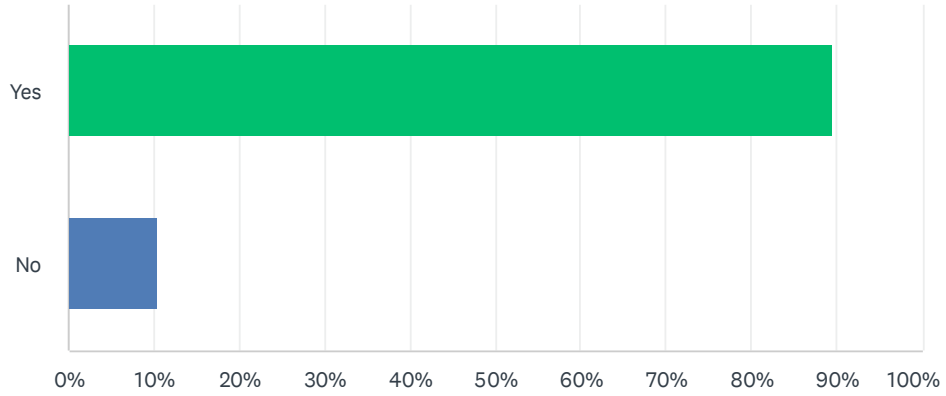
Wows going to be responsible for slip and fall situations and snow removal.

I think it's good for business traffic.

It's been very positive for us with little downside.

Q5 Are you located within the boundaries of the Downtown Midland Commons area?

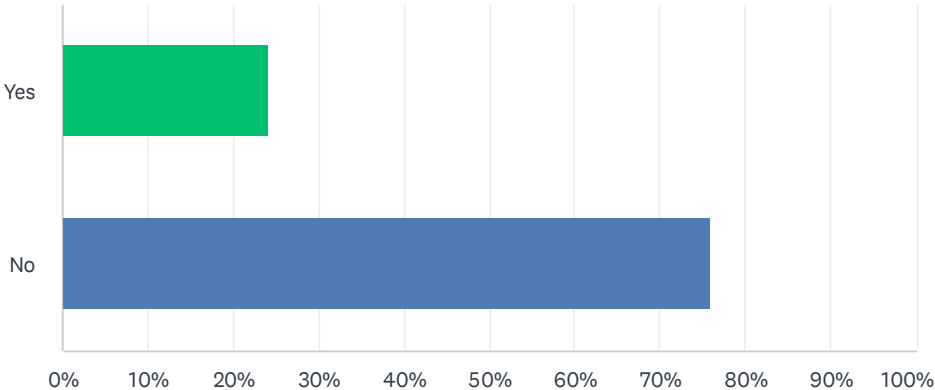
Answered: 29 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	89.66%	26
No	10.34%	3
TOTAL		29

Q6 Are you licensed Commons beverage provider?

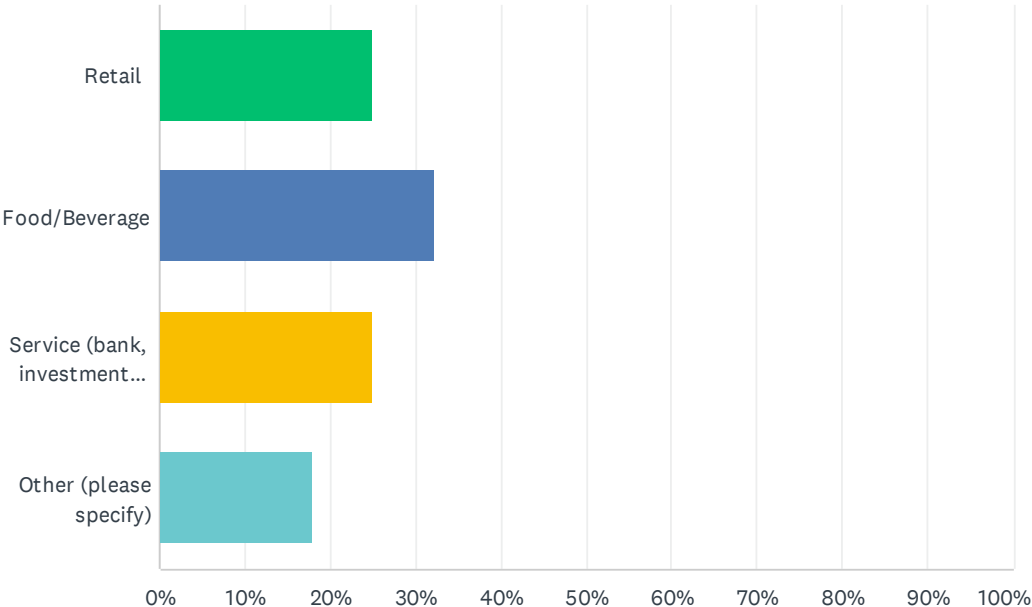
Answered: 29 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	24.14%	7
No	75.86%	22
TOTAL		29

Q7 What kind of business do you represent?

Answered: 28 Skipped: 1



ANSWER CHOICES	RESPONSES	
Retail	25.00%	7
Food/Beverage	32.14%	9
Service (bank, investment adviser, spa/salon, hotel)	25.00%	7
Other (please specify)	17.86%	5
TOTAL		28

Q9 Your Business

Answered: 25 Skipped: 4

#	RESPONSES	DATE
1	Ace Hardware & Sports	4/30/2024 8:19 AM
2	Little Forks Outfitters	4/29/2024 12:21 PM
3	Tavern On Main	4/29/2024 12:19 PM
4	Pizza Sam's	4/29/2024 12:03 PM
5	Northwood University Idea Center	4/29/2024 11:19 AM
6	Jm weckesser holding	4/29/2024 11:06 AM
7	Craft Hemp Company	4/25/2024 4:46 PM
8	Brinstar Arcade, Bar & Grill	4/24/2024 1:13 PM
9	Pizza Baker	4/24/2024 11:37 AM
10	Great Lakes Loons	4/23/2024 3:22 PM
11	FILL	4/23/2024 11:58 AM
12	Proper Taco	4/23/2024 7:15 AM
13	Serendipity Road	4/22/2024 2:31 PM
14	Three Bridges Distillery and Taproom	4/22/2024 1:39 PM
15	H Hotel	4/22/2024 1:31 PM
16	Riverside Place	4/22/2024 12:49 PM
17	Rose Wilde Boutique	4/22/2024 12:40 PM
18	Benjamin F Edwards	4/22/2024 12:29 PM
19	WhichCraft Taproom	4/22/2024 11:43 AM
20	Stifel	4/22/2024 11:20 AM
21	Heather 'n Holly	4/22/2024 10:18 AM
22	Bookmarks	4/22/2024 9:58 AM
23	Tri Star Trust	4/22/2024 9:51 AM
24	Three Bridges Distillery and Taproom	4/22/2024 9:44 AM
25	Mackinac Center for Public Policy	4/22/2024 9:44 AM

WHEREAS, in 2020, the State of Michigan enacted legislation creating ed social districts - defined areas within a downtown district where adult beverages can be sold by licensed businesses and consumed within a designated outdoor area; and

WHEREAS, in March 2021, Midland City Council approved the establishment of the Downtown Midland Social District, commonly known as The Commons Refreshment Area, and aligned its existence with the December 31, 2024 sunset of the legislation; and

WHEREAS, the State of Michigan modified its legislation to eliminate the December 31, 2024 sunset clause; and

WHEREAS, locally Midland City Council would need to consider modifying its approval of the Downtown Midland Social District to match the modified State legislation in order for the Downtown Midland Social District to continue operating beyond December 31, 2024; and

WHEREAS, support of this extension has been expressed by Common’s beverage providers, downtown businesses and visitors to The Commons Refreshment Area who enjoy this activity; now therefore

RESOLVED, that the Midland Downtown Development Authority expresses its support of requesting that Midland City Council consider modifying its approval of the Downtown Midland Social District to align with State legislation and remain beyond December 31, 2024.

Presented to the Midland Downtown Development Authority on May 8, 2024:

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Recused:

Vote:



**DDA Executive Committee Meeting
Minutes
RESCHEDULED MEETING OF
Monday, April, 2024 ~ 11:00 a.m.**

Attending: Kell, Moultrup, Scorsone

Ex-Officio Member: Dustin Neumeyer, MDBA President

Staff: Selina Harris **Absent:** None

The minutes from the March 6, 2024 Executive Committee meeting were presented for approval. Scorsone moved approval, seconded by Moultrup. Minutes were approved.

Harris reviewed updated cost information from the Michigan Department of Transportation (MDOT) on the elements of the US-10 BR redesign project that the DDA voted to support in March 2023.

Harris reviewed the process for requesting an extension of the Downtown Midland Social District (adult beverages to go).

Harris reminded the committee that there are currently two vacant seats on the DDA board and application deadline is April 30.

Harris updated the committee on various projects of the DDA.

Reviewed and set the DDA board agenda for the May 8, 2024 DDA Board Meeting.

Looking ahead, the next executive committee meeting is scheduled for July 3 and most members will be out on vacation. The meeting will be rescheduled for late June or cancelled.

Meeting adjourned at 12:15 p.m.

Next Executive Committee Meeting: Wednesday, July 3, 2024



DDA Economic Sustainability Committee
Minutes
Wednesday, April 24, 2024

The DDA Economic Sustainability did not meet due to lack of quorum.

An electronic vote was taken on the following actions:

Consideration of an incubator application from Brandon Morrey owner of Iron Dame, 128 Townsend Street. Lease amount is \$850 per month. Incubator breakdown was provided in agenda materials. The following electronic votes were received:

Support: Brines, Barbeau, Hyde, Lauderbach, Scorsone, Moultrup

Object: None

Recommended for approval to the DDA board on May 8, 2024

Consideration of a façade application from Michelle Van Gilder, owner of Sassy & Chic Boutique, 135 Ashman Street for new signage and installation. Total cost of the project was \$600. Application requested \$300 in façade grant support. Application materials were provided in agenda.

The following electronic votes were received:

Support: Brines, Barbeau, Hyde, Lauderbach, Scorsone, Moultrup

Object: None

Recommended for approval to the DDA board on May 8, 2024

Proposed Incubator Payment Schedule for Iron Dame - 126 Townsend Street

Iron Dame	6 mos @ 50% \$425	6 mos @ 33% \$280.50	6 mos @ 17% \$144.5	In-Business Commitment
\$850/month lease	June 2024 - Nov 2024	Dec 2024 - May 2025	June 2025 - Nov 2025	June 2027
1,900 sf	\$2,550.00	\$1,683.00	\$867.00	
Total	\$5,100			

In former O'Macron building



Taxlot highlighted in red



Midland Downtown Development Authority
BUSINESS INCUBATOR
Application

Date: 3-29-24

Name of Business Owner/Operator (APPLICANT):

BRANDON MOREY

Applicant's Address: 41007 SHARON RD, MIDLAND 48642

Name of Proposed Business: IRON DAME

Address of Proposed Business: 128 TOWNSEND ST, MIDLAND, MI 48640

Name of Property Owner: THERESA SPAGNUOLO

Please complete for the best way to contact applicant:

Applicant's Preferred Phone: 989 817 1478

Applicant's E-Mail Address: IRONDAME134@gmail.com

Phone Number of Proposed Business (if available): _____

Please detail the type of business being proposed and product(s) sold, public served:

WE ARE A FRENCH BAKERY SPECIALIZING IN
FRENCH CROISSANTS AND BREADS AS WELL AS
PASTRIES

What is the monthly lease rate for the subject property: \$ 850

Will the proposed business be a for-profit business: Yes No

Will the proposed business have a 501C3 not-for-profit business status: Yes No

Does this business already have a written business plan developed? Yes No

- If yes, please check here and submit a copy of the business plan with the application;
 If no, please check here and complete the Executive Summary document included in the incubator packet and submit with application.

Anticipated hours of operation (hours/day; days of week):

Monday	<u>8 AM - 6 PM</u>
Tuesday	<u>8 AM - 6 PM</u>
Wednesday	<u>8 AM - 6 PM</u>
Thursday	<u>8 AM - 6 PM</u>
Friday	<u>8 AM - 6 PM</u>
Saturday	<u>8 AM - 6 PM</u>
Sunday	<u>9 AM - 3 PM</u>

Please list the names of persons your business will be working with in the capacities of:

Attorney: _____

CPA: CL Accounting & Tax

and/or Bookkeeper: _____

Please verify that the items below are included with your completed application:

- A copy of a draft lease agreement including lease amounts and term of lease (an unexecuted agreement is acceptable)
- A completed SBA Agreement Form for the Small Business Development Center's review of your business plan
- Your Business Plan (if already developed)
- OR-
- A completed Executive Summary for your business

I understand that as part of this program my business shall remain open, in continuous operation within the DDA district for three (3) years from the date opening and that the DDA may require repayment of any or all incubator subsidies paid to any business that fails or goes out of business prior to the completion of the three (3) year program requirement.

[Signature] Initials of applicant

I further understand that should my hours of operation vary significantly from those defined on my application that the DDA reserves the right to suspend my incubator payments and/or require repayment of any or all incubator subsidies paid to my business.

[Signature] Initials of applicant

Business Owner Signature: [Signature]

Printed name Brawoon Morey

Date 3-28-24

Property Owner Signature: _____

Printed name _____

Date _____

FOR DDA OFFICE USE

Date of Receipt: _____

Scheduled Agenda Date for ES Committee Review: _____

Approval from Michigan Small Business Development Center that the applicant has sufficient business background and a reasonable business plan to continue. Date _____

Approval of Business Incubation Contract and Lease agreement by Downtown Development Authority Board _____

Terms:

First Subsidy Level: Amount \$ _____ Begins: _____ Ends: _____

Second Subsidy Level: Amount \$ _____ Begins: _____ Ends: _____

Third Subsidy Level: Amount \$ _____ Begins: _____ Ends: _____

Date of completion of three-year lease obligation and release of incubation obligations _____

2024 Meeting Dates and Deadline for Incubator Submissions

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Brandon Morey, Iron Dame, 128 Townsend 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:

- \$425.00/month for the first six months of the program;
- \$280.50/month for the second six months of the program; and
- \$144.50/month for the last six months of the program.

Presented to the Downtown Development Authority Board on May 8, 2024

Motion made by:

Motion supported by:

Yeas:

Nays:

Abstain:

Absent:

Vote:



DOWNTOWN DEVELOPMENT AUTHORITY
FAÇADE PROGRAM APPLICATION

Date: 3/30/24
Name of Applicant: Michelle Van Gilder
Applicant Mailing Address: 135 Ashman St.
Applicant Email: michellevangilder@yahoo.com
Applicant Phone Number: 989-750-6774
Project Address: 135 Ashman St. -
Building Owner's Name & Contact Information: Jim Matthew

Project's Estimated Total Cost: \$600

Provide description of work and cost breakdowns by major categories, such as architectural fees, engineering fees, signs, awning, painting, repair, carpentry, electrical, etc.

Table with 3 columns: Work to Be Done, Estimated Cost, and Written Estimate Attached? containing handwritten entries for overhead sign, side sign, and installing.

Identify façade amount requested and form of payment:

The façade program will provide up to \$5,000 in matching grant and up to \$10,000 in matching loan for eligible downtown properties every seven years. Please select the amount of your façade request and whether it will be as a grant, loan or combination of both.

The outdoor façade program will provide up to \$2,500 in matching grant funding for approved sidewalk buildouts that provide seating, shopping or dining elements to customers.

<u>Amount Requested (50% of estimate)</u>	<u>Form of Payment (circle preferred)</u>	
\$ <u>300.00</u>	Façade Grant	Façade Loan
\$ _____	Façade Grant	Façade Loan
\$ _____	Façade Grant	Façade Loan
\$ _____	Façade Grant	Façade Loan

Proposed project start date : April 2024

Proposed project completion date: April 2024

MVG **Initial here** to indicate that you have attached one photograph of the existing building and a detailed color rendering of design plans including description of work and outlining the materials to be used along with other details of the project.

Identify name of person responsible for paying the initial invoices (contractors/purchases):
Michelle Van Gilder

Identify name of person to whom façade grant/loan reimbursement should be made:
Michelle Van Gilder

The undersigned applicant affirms that:

- The information submitted herein is true and accurate to the best of my (our) knowledge.
- I (we) have read I have read and understand the conditions of the DDA Façade Program and agree to its conditions and guidelines.

Signature of Applicant(s):

Michelle Van Gilder

Date: 3-30-2024

Signature of property owner(s) if different than applicant:

Date: _____

Signature of person responsible for initial purchases and contractor costs:

Date: _____

Signature of person to receive façade loan / grant payment(s):

Date: _____



WHEREAS the Economic Sustainability Committee of the Downtown Development Authority (DDA) has reviewed the façade application from Michelle Van Gilder, Sassy & Chic, for property at 135 Ashman 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 \$300.00 with payments to be made according to program guidelines for façade improvement projects as applied for and completed at 135 Ashman Street.

Presented to the Downtown Development Authority Board on May 8, 2024

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Abstain:

Vote: Approved



**Midland Downtown Business Association
Board Meeting Minutes
Thursday, March 7, 2024 ~ Pizza Sam's
RESCHEDULED MEETING**

Attending: Johnson, Kepler, Neumeyer, Orvosh, Retzloff, Schefsky, Whitted, Wojda

Not Attending: Buzzell, Levy, Lyons, Mundhenk, Scorsone

The February 8, 2024 minutes were presented for approval. Johnson motioned for approval, seconded by Schefsky. Minutes were approved.

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

Harris reviewed items related to the renewal of the 2024 Shopping Area Redevelopment Assessment (SARA). Board reviewed information regarding Retail Therapy and WhizBang training opportunity and determined this direction would not be feasible for a SARA expenditure. Discussed rerouting the SARA allocation to a Downtown Midland shopping and dining campaign. Whitted made the following motion to allocate the 2024-26 SARA funding as follows: \$16,500 DDA staff support; \$14,250 MDBA events and marketing; \$14,250 Downtown Midland shopping and dining campaign, Kepler supported. Motion was unanimously approved.

Further discussion was held on the need to support retailers in DTM and the value of retailers connecting to ensure the MDBA is meeting their needs in terms of events and advertising. Downtown events need marketing materials to businesses and on social media at least three weeks ahead of an event. Development of a robust comprehensive marketing campaign outside of Midland to enhance shopping and dining awareness including billboards and geotargeted campaigns.

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

Meeting adjourned at 9:35 a.m.